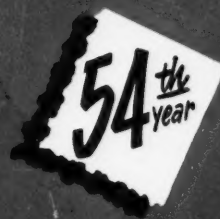


*The Cotton Gin and Oil Mill*

# PRESS

A PROGRESSIVE AND RESPONSIBLE PUBLICATION

JUNE 20, 1953



THE MAGAZINE OF THE COTTON GINNING  
AND OILSEED PROCESSING INDUSTRIES



## THE GIN THAT'S A "GOOD HOUSEKEEPER"



THE LUMMUS

90 Saw

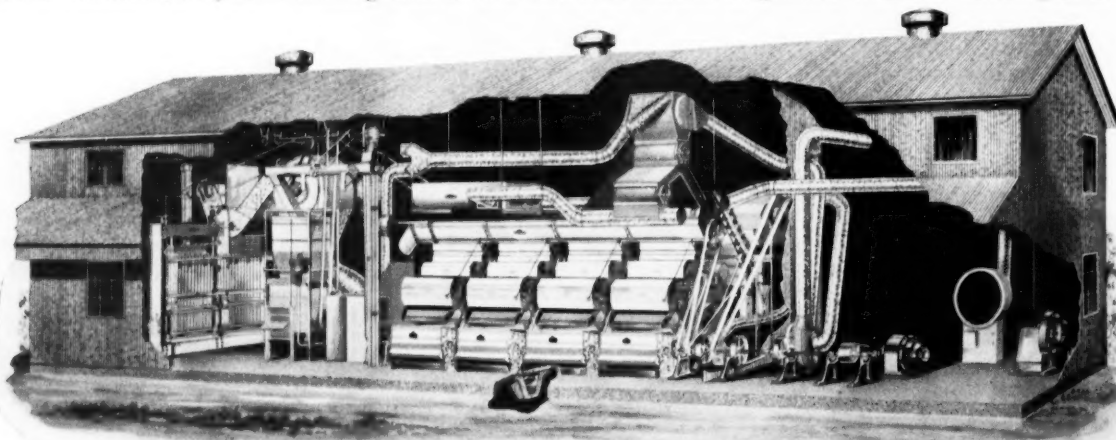
With 90 saws it naturally turns out more lint. But it's the quality of that lint which is of super-importance to cotton buyers. And the Lummus 90 Saw Gin is a good housekeeper, producing a cleaner sample. Due to Lummus' 84 years of experience it is engineered so it "thinks for itself", demanding less attention and less maintenance . . . a major factor when help is inexperienced. Write for bulletin #617. At the same time ask about Lummus' latest "first" . . . the new automatic Suction control.

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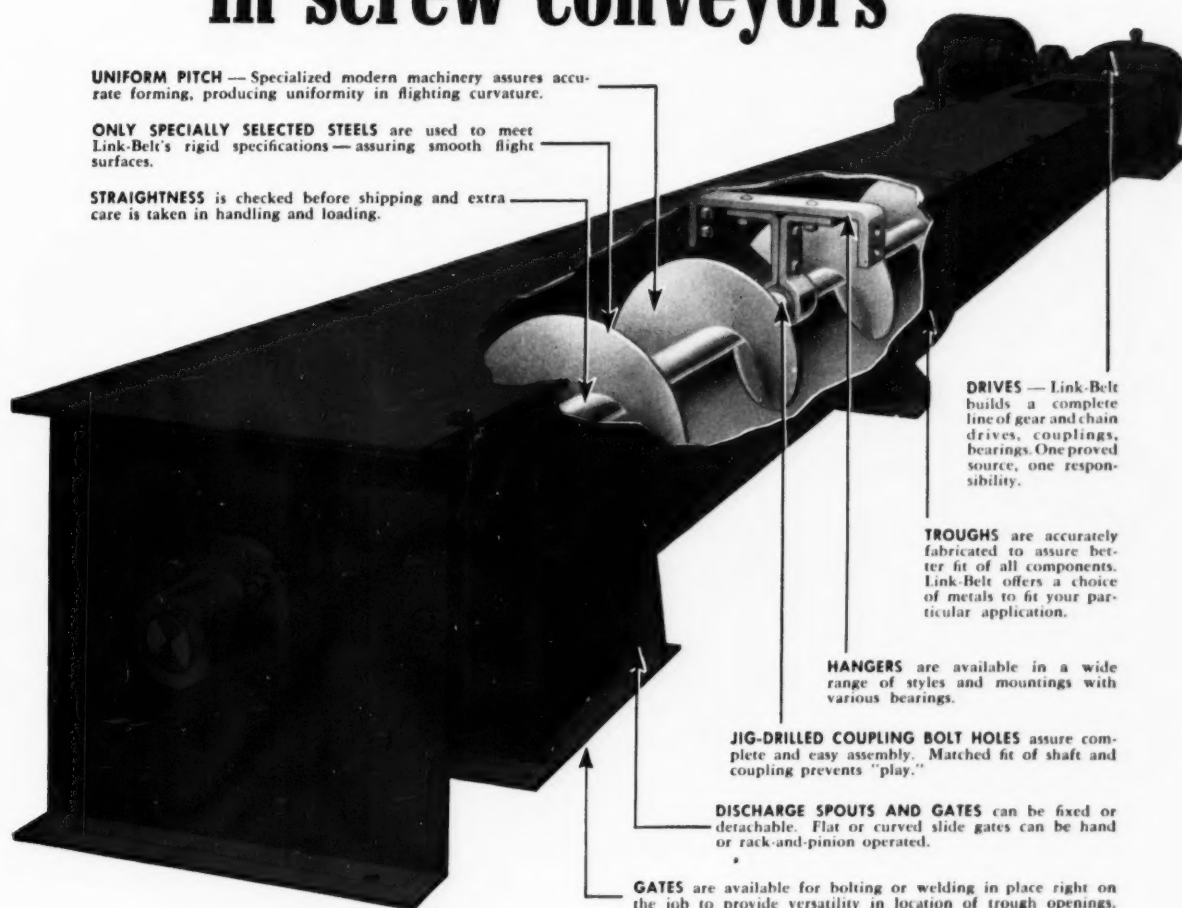
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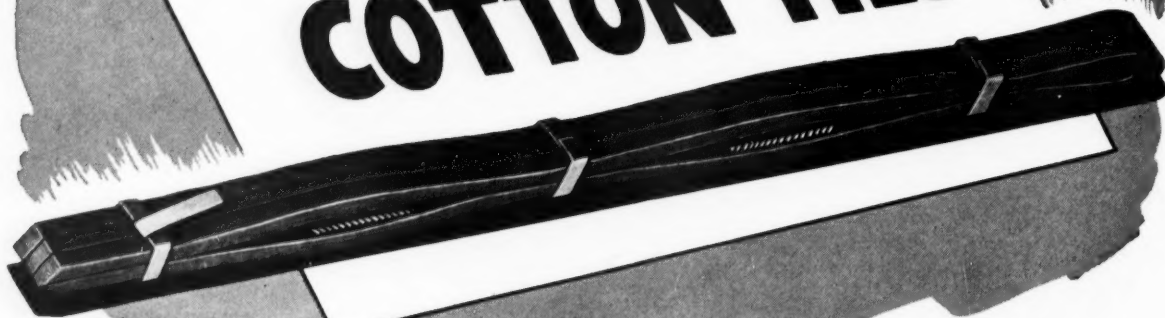
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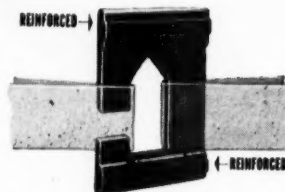
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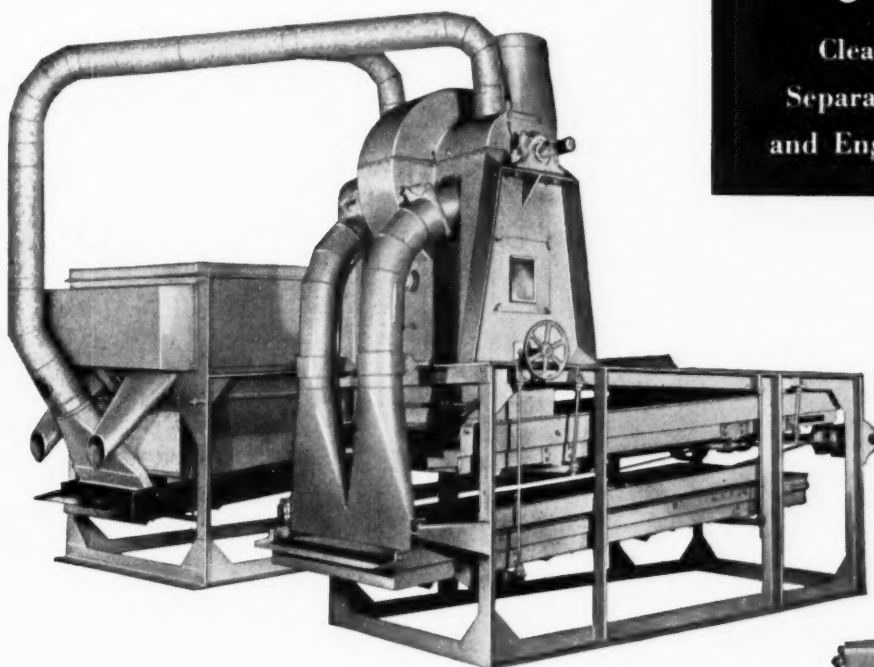
**COTTON TIES  
AND BUCKLES**

**Atlantic Steel Company**

ATLANTA, GEORGIA



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Rotary Hull Beater

Our new bulletin No. O-4 illustrates and describes Bauer hulling and separating equipment for the vegetable oil processing industry. It particularly features our latest achievements in machinery for processing oil-bearing seeds and nuts.

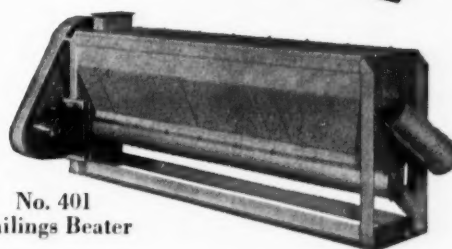
When you read the bulletin, you will be impressed with three facts:

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# PRESS

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AND OILSEED PROCESSING INDUSTRIES

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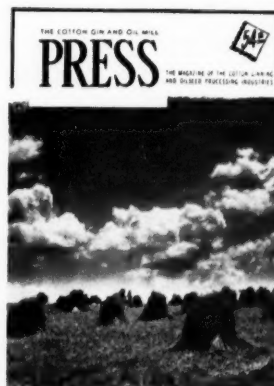
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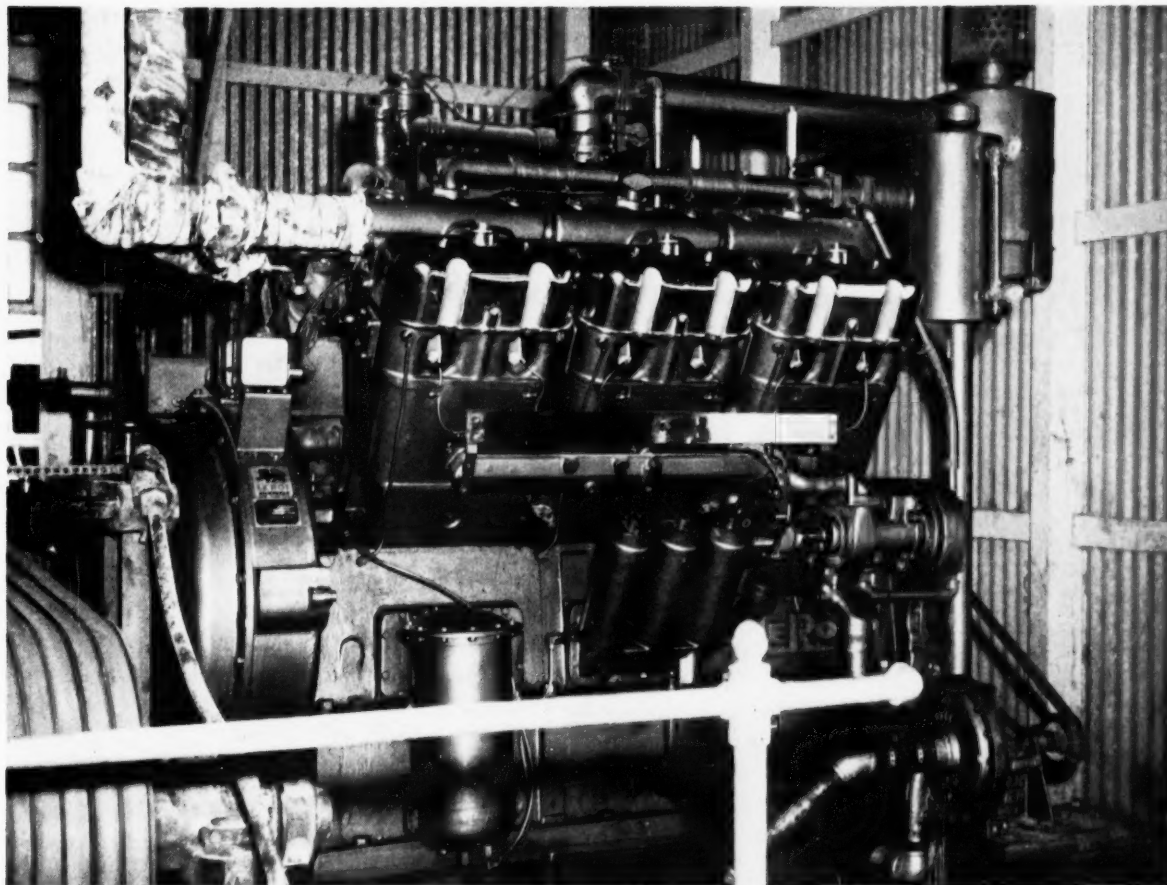
### The Cover

**HARVEST TIME** on the farm — whether it comes in June or November — is traditionally a time for rejoicing. Our cover picture of a field of wheat suggests some of the job-well-done feeling that farmers have when the crops are laid by and there's assurance of something to eat and money to spend in the months ahead.

Photograph by A. Devaney



**A PROGRESSIVE AND RESPONSIBLE PUBLICATION**  
READ BY COTTON GINNERS, COTTONSEED CRUSHERS AND OTHER  
OILSEED PROCESSORS FROM CALIFORNIA TO THE CAROLINAS



**"Le Roi** *service and parts  
at any hour  
as close as my telephone!"*



This Texas ginner's enthusiasm for Le Roi is shared by many other ginner.

In every cotton-producing area, Le Roi provides Johnny-on-the-spot service — expert service — through a network of well-stocked, adequately-manned distributors.

That's one reason it pays to power your gins with Le Roi engines. There's another reason, also — a Le Roi is designed for the specific power requirements of cotton-gin operation. And it's built by a company that specializes in the heavy-duty industrial engine field.

A Le Roi engine is so compactly designed that it takes less floor space than other engines of similar horsepower rating. Yet, it has the weight and stamina to operate dependably.

In the Le Roi size range up to 450 hp, there's an engine powerful enough to meet all your requirements . . . and do it with low-cost fuels — natural gas, butane, or propane.

Get the complete Le Roi story of low power costs from your Le Roi distributor. Have him take you to inspect a Le Roi installation. See him soon.

F-42

**Le Roi Cotton-Engine Distributors:** Carson Machine & Supply Co., Oklahoma City, Okla. • General Machine & Supply Co., Odessa, Texas • Southern Engine & Pump Company, Houston, San Antonio, Kilgore, Dallas, Edinburg, Corpus Christi, Texas, and Lafayette, Hauma, La. • Ingersoll Corporation, Shreveport, La., Jackson, Miss. • Tri-State Equipment Co., Little Rock, Ark., Memphis, Tenn. • Nortex Engine & Equipment Co., Wichita Falls, Texas • Farmers Supply, Lubbock, Texas.

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## FERRIS CO-OP GIN Reports:

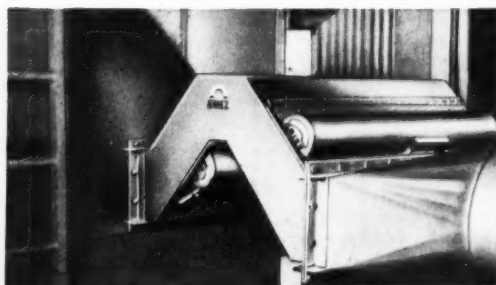
# "Our ERIEZ Magnetic Hump Has Prevented Fires... Reduced Shut-Downs and Machinery Damage!"



"We installed an ERIEZ Permanent Non-Electric Magnetic Hump last year and have been amazed at the more than 50 pounds of bolts, wire and other tramp iron it removed from the 2,935 bales we ginned. The savings gained from an increase in production and protection to the cleaner screens, burr machine, feeder and gin saws paid for our magnet in one season!"

Lloyd Graham, Manager  
Ferris Co-Op Gin, Ferris, Texas

Pictured at right is an ERIEZ Magnetic Hump installed at the discharge of a Big Reel Drier. Two powerful magnets pull the tramp iron from the material flow. Covered by U.S. Pat. No. 2,612,268.



Where space permits, this powerful magnetic separator can't be beat! Installation on new or existing equipment is fast and simple. The patented ERIEZ Hump design causes material to change direction twice . . . creates a tumbling action and gives the two powerful permanent magnets an opportunity to remove dangerous tramp iron. Magnets are bolted and hinged to the sheet metal housing . . . swing open for easy cleaning! ERIEZ Humps are tested and approved; they have passed the rigid standards of Factory Insurance Companies.

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Magnet Drive • Erie, Pennsylvania

Write TODAY for  
Free Gin Magnet Bulletin

MANUFACTURING COMPANY



## *Laugh IT OFF*

The pastor was being entertained at dinner. Suffering from a boil on the back of his neck, he was wearing his soft collar open.

"We have to endure these things with patience," he said with a resigned air, in answer to his hostess' expression of sympathy. "I presume they are sent to try us and to educate us in suffering."

The six-year-old daughter of the house was an interested listener. "If you think you ought to suffer, Dr. Terwill," she inquired earnestly, "why don't you button your collar?"

When women find they have a yen for simple things, they marry men.

Two elderly women who rented a summer cottage sight unseen, were dismayed by its isolation. After a few frightened nights, they paid the old man who did odd jobs to sleep in a shed near their door every night. The next summer they took the place again and went to look up the old man. At his cottage they found a sign posted: "Wood supplied, odd jobs don. Narvus wimmen slept with."

Waiter: "We sell anything that swims."

Diner: "Bring me a filet of Esther Williams."

A woman saw the neighbors' beautiful Persian cat sunning itself on the wall, and cooed: "What are you doing, you pretty thing?"

"Working in the garden," came the reply, as the hulking figure of the husband next door appeared above the other side of the wall.

Patient: "I'm having trouble with my breathing."

Doctor: "I can give you something to stop that."

Motorist: "Aren't you the fellow who sold me this car a couple of weeks ago?"

Salesman: "Yes, sir."

Motorist: "Tell me again all you said about it. I get discouraged."

Man (dining): "Why does that dog sit and watch me all the time?"

Waitress: "You've got his plate."

Visitor: "Can you tell me the name of this school?"

Young man: "Sorry, I'm just a football player here."

"When did you start to work here?"  
"When they threatened to fire me."

"Why is it, darling, we're always out of money?"

"It's the neighbors. They're always doing something we can't afford."

A pro was trying to explain the finer points of golf to a pretty beginner.

Pro: "The basic idea of golf is very simple. All you do is smack the pill, then walk."

Young Beauty: "That's just like some dates I've been on."

**MACHINE-STRIPPED COTTON  
MAKES OUR  
BOARDMAN CONVEYOR BOXES  
WORTH MORE THAN EVER!**



"Each year since 1950, the amount of machine-stripped cotton we've ginned has *doubled*—and I understand that's pretty typical through the cotton belt. Well, you know how rough that stripped cotton is . . . full of everything from sticks, stems and green bolls to clods and tramp metal. Stands to reason the more of that cotton we get, the more abrasion our conveyor boxes will have to take. And because we figure stripper harvesting is here to stay, we plan to stick with BOARDMAN conveyor boxes from now on. We've used others in years past, but none that can stand up to BOARDMAN boxes.

"From the time you install them, you can tell the difference. They're so nice and true, with no bellying out in the middle . . . and the flanges go together

in a breeze, without a bit of waviness. But it's after they go up that BOARDMAN conveyor boxes really show up the rest. They're made *rugged*, with extra careful workmanship, and wear so well you'll forget you've got 'em. And like I say, that'll mean more than ever from now on."



● COMPLETE SYSTEMS

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OKLAHOMA CITY, OKLAHOMA  
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**IN PHILLIPS 66  
SOLVENTS**

In a solvent purity is essential. Purity means efficiency. The purity of the solvent may effect the performance of your plant as well as the quality of your oil and meal. So Phillips Petroleum Company maintains separate storage tanks, loading racks and tank cars, exclusively for hexane. Every car is thoroughly inspected before loading. After loading, samples are taken from top and bottom of the car. Only after careful analysis of each individual tank car sample is the shipment released.

In Phillips 66 Hexane there are no light ends to lose . . . no heavy residue. It's *all* active solvent . . . clean and water-clear . . . with a typical boiling range spread of 5°.

Write now for complete information on Phillips 66 Solvents for soybean, cottonseed, flaxseed, tung nut, rice bran, corn germ, castor bean, alfalfa, animal fat and other oil extraction industries.



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HEXANE**



**PHILLIPS PETROLEUM COMPANY**

*Special Products Division*

**BARTLESVILLE, OKLAHOMA**



# Frank Advice to Dairy Industry Improve Service, Stop Fighting

**USDA official points out advantages of  
vegetable oil foods, calls for new policies  
to increase outlets for dairy products**

By DON PAARLBERG



DON PAARLBERG, Assistant to the Secretary of Agriculture, delivered this significant address at a recent joint meeting of the St. Louis Dairy Council, Farmers Club, Chamber of Commerce agricultural committee and Friends of the Land.

**M**Y INTEREST in the dairy business began with milking cows on a farm in the Chicago milkshed and has persisted through my experience as a student and as an agricultural economist.

Dairying is an important farm enterprise in this area. It is suited to your land, your feed production, your labor supply, and your markets. It fits in well with your other farm enterprises. It carpets the hills with grass and hay and heals the ugly scars of erosion. It provides a steady and dependable source of farm income. Every thinking person wants to see the dairy business move forward.

The dairy industry is beset by many problems, one of the most difficult of which is the competition given it by the vegetable oils. I propose to discuss this problem frankly. My training is in the field of agricultural economics and it is with the dispassionate eye of an analyst that I intend to examine the subject. This approach will be different from the customary one—that of either ignoring the problem or becoming emotional about it. I hope to be constructive.

The dairy-margarine fight is a long one that began more than 50 years ago when meat packers first converted beef tallow into a cheap, greasy substitute for butter. The fight reached the front pages when the dairy industry succeeded in getting a 10 cent federal tax on colored margarine, plus many state prohibitions, restrictions, fees, and taxes.

Steady improvement in the nutritive and physical qualities of margarine and its low price—less than half that of butter—made it an increasingly tough competitor as the years went by. Then, about three years ago, margarine won another round of this long fight; the 10 cent federal tax was removed. The dairy industry "rolled with the punch," made some adjustments, and today is squaring off for still another round.

That round won't be long in coming up. In fact, the bell has already rung.

This coming battle will be fought on several fronts.

First, there is the old butter versus margarine front. Margarine is now stronger than ever, and state after state is repealing its anti-margarine laws. Then, there is a new "frozen dessert" containing vegetable fat instead of butterfat, selling for 10-15 cents less per pint than the dairy product. This is one of the states in which it may be sold. And there is filled cheese, containing vegetable oils instead of butterfat, selling for about 15 cents less per pound than 30 percent milkfat cheese. Products resembling evaporated milk but containing vegetable oil rather than butterfat are replacing evaporated milk in several states where this is permitted.

Vegetable oils may be substituted for butterfat in whole milk itself, resulting in a product called "filled milk" which, if permitted, could be sold for a much lower price than milk containing butterfat.

Why is the dairy industry so plagued with substitutes? What will be the effect of these new products? What alternatives are available to the dairy industry in its fight to hold its market? These are a few of the important questions today. Let's discuss them one at a time.

## Why Does Butterfat Have So Many Competitors?

The reason for the persistence of competitors for butterfat is the high cost of butterfat. It is just that simple. To produce food fat by raising and harvesting feed, running that feed through a dairy cow, milking that cow twice a day, seven days a week, is an expensive process. No matter how much harder farmers work, how much more productive our cows become, it will still be expensive.

Compare this roundabout system with the simple process of obtaining food fat directly by extracting it from soybeans or cottonseed. In terms of human labor, capital equipment, or available land area, vegetable oils are a more economical source of food fat than is the dairy

cow. In fact, the cost is less than half as great.

This being the case, the consumer persists in seeking to buy these products. He takes increasing amounts of them despite legislation, "educational campaigns" and all the legal, psychological and emotional coercion aimed at him by the dairy industry.

It is precisely the use of a low-cost instead of a high-cost item that substituted kerosene for whale oil, rayon and nylon for wool and silk, and, even on the dairy farm, purchased semen for the herd sire.

One thing needs to be underscored. Consumers have found acceptable substitutes for the butterfat produced by the dairy cow. But no one has yet found a suitable substitute for the proteins, minerals, and other non-fat nutrients found in milk.

Fluid milk for human consumption is tasty, wholesome and nutritious. And this market has been growing. In 1952 it took more than half the total milk supply. Studies in the USDA reveal that if our population were to have the amount of dairy products required for proper nutrition, production would have to be increased 20 percent above present levels. Doctors and nutritionists recommend fluid milk over other foods. There simply is no real substitute for it at any price. There is a very important and a growing area in the dairy field where the competition of vegetable oils is of no consequence whatever—the production of non-fat milk products.

## What Does the Future Hold?

A safe guess is that margarine will go further in taking over the butter market.

As to the consumption of "frozen desserts," filled cheese, and filled milk, answers regarding the future cannot now be given. Much depends on the quality of the products, the degree of consumer acceptance, the amount of sales promotion and the legal barriers which are erected.

These developments cannot yet be known. However, if the ingenuity ex-

hibited by the margarine people in years past is an indication of what we can expect from the manufacturers of these new products, and if consumers continue to respond to these very considerable price differentials, then we may see a further decline of the market for certain manufactured dairy products containing butterfat.

#### What To Do About It?

What should the dairy people do about this prospect? There are two plans that could be followed. One is the policy followed in the past—to fight the substitute, tooth and claw with every available legal, educational, psychological, and technological device.

The other plan is to concentrate on promoting the use of milk for fluid pur-

poses and to concentrate on promoting the use of non-fat components in milk.

Let's take a look at these two plans.

#### Keep Up the Fight?

It is doubtful if any new methods can be developed for fighting butterfat substitutes. Some of the best minds in the dairy industry have been devoted to this project for the past 50 years. I have already mentioned the methods used.

An expanded effort could be made to hold or extend the restrictions on butterfat substitutes. A check-off arrangement could be developed or extended whereby dairy farmers and manufacturers of dairy products would finance the fight in the halls of Congress and in the state legislatures.

These activities, formerly focused

against margarine, would have to be expanded to cover the new products. Devices would have to be worked out to discourage the ice cream manufacturer and retailer from promoting or from handling "frozen desserts." The same would have to be done for the other "filled" dairy products.

Shortcomings of the new vegetable oil products, real or fancied, could be propagandized by means of press and radio. With proper technique, all this is legal. The support of organized agriculture and of the individual farmer could be further solicited to stifle the new products.

Price supports for manufactured dairy products could be continued, and strenuous efforts could be made to make them effective. Tariff on butter could be increased or embargoes proclaimed to keep out competition from abroad.

In all this there is nothing new—no technique that has not been used in the past. Furthermore, every year the fight gets harder. Each year there are more consumers, wanting freedom to buy what they desire, and fewer farmers wanting protection. And of the farmers, with passing time there are fewer dairymen wanting protection and more soybean producers desiring a good market for oil.

The public appears to be getting a bit weary of watching a fight now 50 years old. They may not care to support the old warrior's comeback effort.

This sort of campaign has the effect of providing a tremendous amount of free publicity for the competition. What better way is there to bring a new product before the public than to attack it vigorously? To date, the best advertising for "frozen desserts" has come from the publicity provided by the dairy people.

And what promise of success lies along this path? It has only slowed the progress of margarine. Can the dairy industry hope to do more than delay other vegetable oil products with this sort of campaign?

#### An Alternative

Suppose that all the effort expended in fighting margarine during the past 50 years had been used instead to promote the better production and marketing of the products in which the dairy industry really excels—fluid milk and such products as cheese? To hold as much of the butter market as possible, yes! To improve the quality of butter, to improve our merchandising of it and to tell its merits, certainly! But to wage an aggressive campaign for fluid milk, cheese, dried milk and other products made from the non-fat solids!

What might have been the effect of such a program on the quality of these products, the amount of them sold, and the efficiency with which they are marketed?

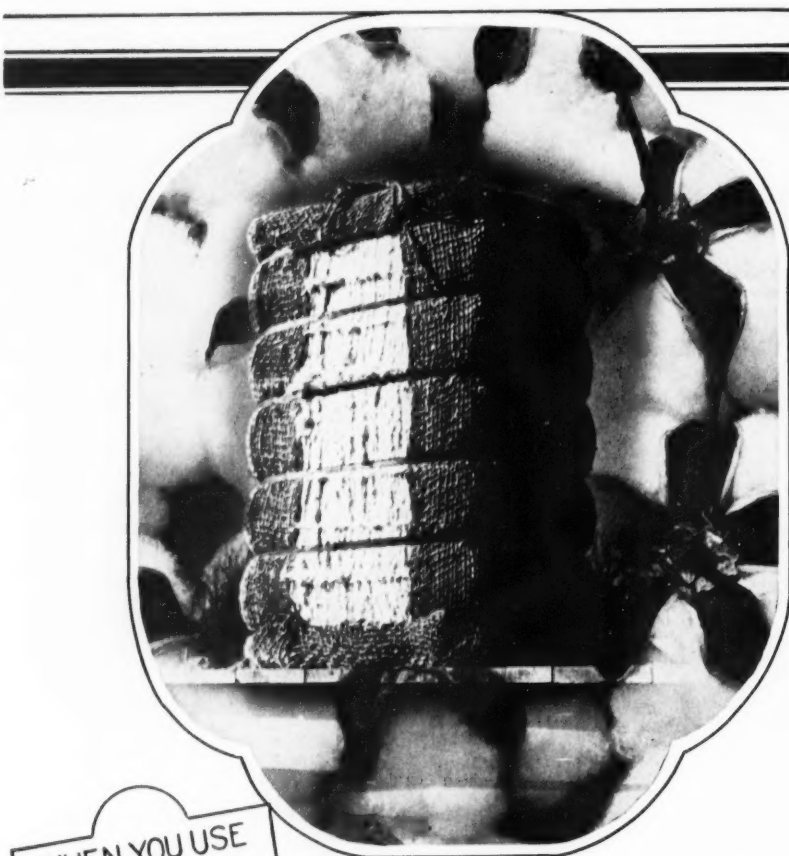
Top grade milk from tuberculosis-free cows could have come much sooner. Bangs disease and undulant fever might now be under control. Artificial insemination, with its tremendous potential for increased efficiency, might have come earlier.

We might by this time have developed some other measure of merit for milk than simply its butterfat content.

Refrigerated on-the-farm storage, together with bulk pick-up, might now be further ahead.

Sanitary controls could have been vigorously pursued instead of being left

(Continued on page 48)



WHEN YOU USE  
**HINDOO**  
2 LB. .... 21 LBS. TARE  
OPEN WEAVE  
*Bagging*  
YOU FAVOR YOURSELF  
AND YOUR CUSTOMER

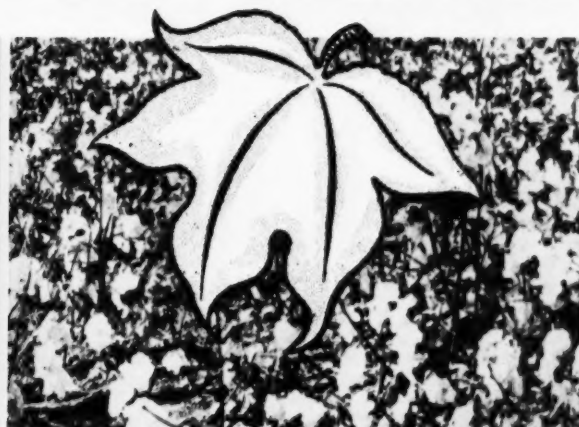
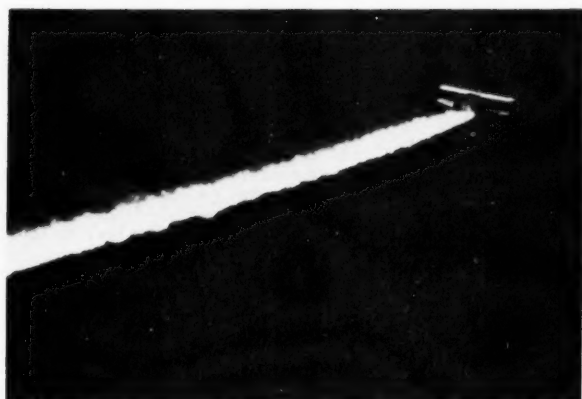
*For perfect performance  
and real economy it's always  
"Hindoo!"*

**Ludlow**

**MANUFACTURING & SALES CO.**

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# IT PAYS TO USE **CHIPMAN** **POISONS and DEFOLIANT**



Get Chipman brand for real assurance of consistent high quality, backed by over 30 years of manufacturing cotton poisons...

**CALCIUM ARSENATE:** Noted for its dependable effectiveness and superior dusting qualities.

**CALGREEN:** Non-separating, quick killing combination of calcium arsenate and Paris green.

**TOXAPHENE DUSTS & SPRAYS:** Dusts contain 20% Toxaphene—with or without sulfur. Sprays are available with or without DDT.

**BENZAHEX DUSTS & SPRAY:** Dusts contain Benzene Hexachloride—with or without sulfur. Spray is a BHC-DDT combination.

**DDT DUSTS & SPRAY:** Dusts contain 5% or 10% DDT—with or without sulfur. Spray contains 2 pounds of DDT per gallon.

**DIELDRIN DUSTS & SPRAY:** Dusts are available in various combinations with DDT and sulfur. Spray contains 1.5 pounds of Dieldrin per gallon.

**PARATHION DUST & SPRAY:** Dust contains 1% Parathion; spray contains 2 pounds Parathion per gallon.

**ARAMITE DUSTS & SPRAY:** Dusts contain 3% or 4% Aramite; liquid contains 2 pounds of Aramite per gallon.

## HEPTACHLOR DUSTS & SPRAYS

## CHLORDANE DUSTS & SPRAYS

## PARIS GREEN

## CAL-SUL DUST

## DUSTING SULFURS

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## SHED-A-LEAF®

### THE ORIGINAL CHLORATE DEFOLIANT

Extensive commercial use shows that Shed-A-Leaf will economically defoliate cotton plants from top to bottom. Excellent defoliation can be obtained even when there is no dew on the plants. Shed-A-Leaf is applied by airplane or ground sprayers. Time of application is generally 2 to 3 weeks before picking.

Shed-A-Leaf offers these important benefits through effective cotton defoliation:

- 1 Earlier cotton maturity.
- 2 Reduced boll rot and insect infestation.
- 3 Easier hand or machine picking.
- 4 Reduced trash and leaf stain.
- 5 Earlier cover crop planting.

### Also...

#### CHIPMAN SEED PROTECTANT...

**AGROX:** Controls seed decay, seedling blight, foot rot and certain seed-borne diseases of cotton. Applied dry or as a slurry.

#### PRE-EMERGENT WEED KILLER...

**CHIPMAN CIPC-4L:** For control of annual weeds and grasses. Cuts hoeing costs. Applied as a spray at time of planting.

**CHIPMAN CHEMICAL COMPANY**

Pasadena, Texas. DEPT. L, BOUND BROOK, N. J. Palo, Alto, Calif.



# What Lies Ahead for the Cotton And Cottonseed Industry

**DIRECTOR of Foreign Trade, National Cotton Council, reviews domestic and international developments in this address delivered June 8 in Houston at the annual convention of Texas Cottonseed Crushers' Association**

I APPRECIATE very much being invited to appear on your program today. The nautical atmosphere in Houston brings back memories for me. My first introduction to things nautical was here when we were assigned to pick up a ship at the Brown Shipyard in 1942. Not a man in the crew including the officers had ever been aboard any kind of a ship. We had only heard the name of the one we were to get. Not a man in the black gang, as the engineers are called, had ever seen an engine like the one we had. We didn't even know where to push the button to start the engine. The second day after we arrived they handed us the keys to the ship, told us goodbye and wished us well.

Standing here today I feel in almost as great a dilemma trying to speak on the subject of what lies ahead for the cotton and cottonseed industry?

Naturally, we are going to be looking to those who are giving the commands. All of us realize that what lies ahead for cotton will depend to a very considerable extent on the leadership of those who are at the helm of the Ship of State. It may be interesting, therefore, to begin this discussion with a few observations on the general situation in Washington and on some of the trends in thought there.

The person to whom the farmers are looking is the Secretary of Agriculture, Mr. Benson. Up to now the new Secretary has made only a very few decisions that affect agricultural programs. More decisions will have to be made in the near future on many non-basic commodities.

In general the Secretary is obviously trying to maintain an open mind. I think it is true that he does not have any fixed ideas as to what should be done. He will certainly try to get all the facts, get the best advice he can and then make as fair a decision as he can. This he has demonstrated.

The decisions which Secretary Benson has made to date on farm programs and especially on price support programs are not necessarily indicative of what may be done in the future. The Secretary is pledged to administer without reservation the present law calling for 90 percent of parity for the basic commodities through 1954.

On non-basic commodities as a group he is not committed.

I personally think it is true that the Secretary and his leading assistants have not yet made up their minds as to what changes they will recommend in the basic farm program. However, the Secretary has been fairly specific in

**By READ P. DUNN, Jr.**

describing his philosophy. In all his major speeches he has pointed to how the farmer is being squeezed between falling prices and high rigid costs. He has put most of his emphasis on cutting costs to improve the farmer's profit position. He has stated that he believes in programs that will build markets and put products into use at fair prices, in programs that will permit desirable adjustments to take place in the farm economy and in programs that provide adequate incentive for self-initiative and self-help on the part of the grower, the processor and the distributor. He has pointed specifically to the fact that the present program at times prices such commodities as wheat and cotton out of the world market and also tends to hold a price umbrella over synthetic and substitute products which in turn take over our farm markets.

He has also emphasized that he does not mean that we should scrap our present farm programs but that we should improve them and, he says, "We must think in terms of more efficient production, better quality for our products, shortcuts in moving farm products from the farm to the consumer, new uses for farm products, more nutritious meals on the American table and expanded foreign trade. We must devise new programs which insure adequate income and price stability and at the same time provide incentives for progress."

The Secretary has certainly made it very evident that he does not have a closed mind but is open to suggestions. In fact, he has specifically urged this industry and every other industry to present its own recommendations for changes and modifications of agricultural programs. He has, as you know, appointed advisory groups on all aspects of the cotton and cottonseed problem. The real difficulty, of course, lies in the industry getting together as to what it wants.

What the Secretary is talking about in expanding markets is exactly what this industry has been doing. The repeal of the federal laws discriminating against the sale of margarine which you know culminated a 10-year fight did create real opportunities for cottonseed and soybean oil. The consumption of cottonseed oil in margarine has increased about three times to approximately 350 million pounds—the second largest commodity market for cottonseed oil.

We now have an opportunity for expanding consumption in almost the same magnitude in the field of frozen desserts. Studies indicate there is a potential market for 100 to 200 million pounds of cottonseed oil in mellorine and similar products if state laws are changed to permit their use.

We know many of the things the Secretary is suggesting are possible.

One of the greatest difficulties is in the field of foreign trade policy. Without a doubt, the future of the cotton industry, including the cottonseed industry, will depend largely on foreign trade. As most of us know, we have been exporting about a third of our cotton crop directly and another 5 to 10 percent in the form of textile products. The country has also been exporting almost one-fourth of its fats and oils. Although these exports have been largely in the form of lower grade fats and oils and unprocessed beans, this movement has made it possible for a larger volume of the higher quality oils like our own cottonseed oil to find market outlets in this country.

It is not unusual for a third of our cotton to be shipped abroad. In times past we used to export from one-half to two-thirds. However, the present large volume of cotton textiles exports is new. The U.S. is now the largest exporter of cotton textiles in the world. This is a result of the tremendous increase in the operating efficiency of the American textile industry which is today paying per hour more for wages than many textile industries over the world are paying in a day.

The large volume of fats and oils exports is definitely new. Before the war, as everyone in the industry knows, the U.S. was a net importer of fats and oils. Since that time the major supplying areas in the Far East, especially Manchuria and Southeast Asia, are no longer exporting in volume. In some cases the production has fallen off because of wars and unsettled conditions. In other cases the population has increased to the point where the entire production is consumed locally; there is nothing left for export. There has been no substantial increase in output of fats and oils in new producing areas outside the U.S. What has happened is that the U.S. is now supplying part of the deficit created by the older areas being out of the market.

The real question in the minds of everyone at the present time is: can we

*(Continued on page 44)*

# PROTECT YOUR COTTON WITH **Black Leaf** INSECTICIDES

## **Black Leaf DUST FORMULATIONS**

**3-5-0 and 3-10-0**

(BHC and DDT)

**3-5-40 and 3-10-40**

(BHC, DDT and Sulphur)

**20-0**

(Toxaphene)

**20-40**

(Toxaphene and Sulphur)

**2½-0-0**

(Aldrin)

**2½-5-0 and 2½-10-0**

(Aldrin and DDT)

**2½-5-40 and**

**2½-10-40**

(Aldrin, DDT and Sulphur)

**1½-0-0**

(Dieldrin)

**1½-5-0 and 1½-10-0**

(Dieldrin and DDT)

**1½-5-40 and**

**1½-10-40**

(Dieldrin, DDT and Sulphur)

**5% DDT Dust**

**10% DDT Dust**

**NICOTINE Dust**

**Calcium Arsenate**

**Calcium Arsenate**

**with Nicotine**

## **Black Leaf SPRAY CONCENTRATES**

**BHC Emulsions**

**BHC/DDT Emulsion**

**Toxaphene Emulsions**

**Toxaphene/DDT  
Emulsion**

**DDT Emulsion**

**ALDRIN Emulsion**

**DIELDRIN Emulsion**

**TEPP 40% or 20%**



Enlarged photo  
of boll weevil.

**Your best protection** against the weevil and other insects which attack cotton is a reliable, dependable insecticide. Make your choice from the complete line of Black Leaf<sup>®</sup> Cotton Insecticides listed at left.

**Produced** at Montgomery, Ala., and Waco, Texas, and stocked in warehouses conveniently located throughout the cotton belt, these Black Leaf Dusts and Sprays are the result of years of experience in the manufacture of high-quality insecticides.

**Black Leaf** Dust Formulations are manufactured to the *right* particle size. They do not float too long in the air nor drop too quickly to the ground. They settle and stick on the cotton plant, covering leaf and square with maximum protection.

**Black Leaf** Spray Concentrates mix easily with water for efficient, economical use. They contain stable materials which insure against breakdown and separation.

**Black Leaf Cotton Insecticides** are packed for easy handling ...Dust Formulations in multiwall bags...and Spray Concentrates in 5, 30 and 50-gallon drums. Use Black Leaf Cotton Insecticides and follow application schedules recommended by your local authorities.

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Richmond, Virginia • Sales Offices in 22 Cities

**Grow Your Crop with V-C FERTILIZERS**



*In Houston, June 7-8-9*

## J. H. Fox Heads Texas Crushers

■ **TWO-DAY** business session featured addresses by Barbee, Dunn, Spencer, Haley, Jones and Gregory. Tull is vice-president.

J. H. Fox, Hearne, South Texas Cotton Oil Company, was named president of the Texas Cottonseed Crushers' Association at the annual meeting at the Shamrock Hotel, Houston, June 7-8-9. Fox succeeds Ben R. Barbee, Abilene, Western Cottonoil Co.

R. P. Tull, Dallas, Swift & Company Oil Mill, was named vice-president of the association, replacing Fox. Other officers, including C. B. Spencer, agricultural director, Jack Whetstone, secretary, and Bennette Wallin, treasurer, all of Dallas, and Ed P. Byars, traffic director, Fort Worth, were reappointed by the board of directors.

Re-elected to the board were Barbee; J. O. Atwell, Paris, Southland Cotton

*(Continued on page 40)*



## Photoviews of Texas Crushers' Meeting

■ **TOP**—Shown, l. to r., are J. H. Fox, South Texas Cotton Oil Company, Hearne, 1953-54 president; Ben R. Barbee, Western Cottonoil Co., Abilene, immediate past president; and R. P. Tull, Swift & Company Oil Mill, Dallas, incoming vice-president.

■ **SECOND FROM TOP**—A very small portion of a very long line at the buffet dinner served at the "Shore Party" on the "Beach" at the Shamrock pool, Sunday evening June 7.

■ **THIRD FROM TOP**—Shown are some of the ladies at the luncheon served in the Shamrock Room on June 8. A compact, suitably engraved with the theme of the convention, was presented to each guest.

■ **FOURTH FROM TOP**—L. to r. are Jas. R. Gill, Southland Cotton Oil Company, Paris, past president of the National Cottonseed Products Association and the Texas Cottonseed Crushers' Association; T. H. Gregory, Memphis, executive vice-president, NCPA, and a past president of that association; Charles W. Wallace, Union Oil Mill, Inc., West Monroe, La., past president of the NCPA; and S. J. Vaughan, Jr., Hillsboro, Hill County Cotton Oil Company, 1953-54 president of the NCPA and past president of the Texas group.

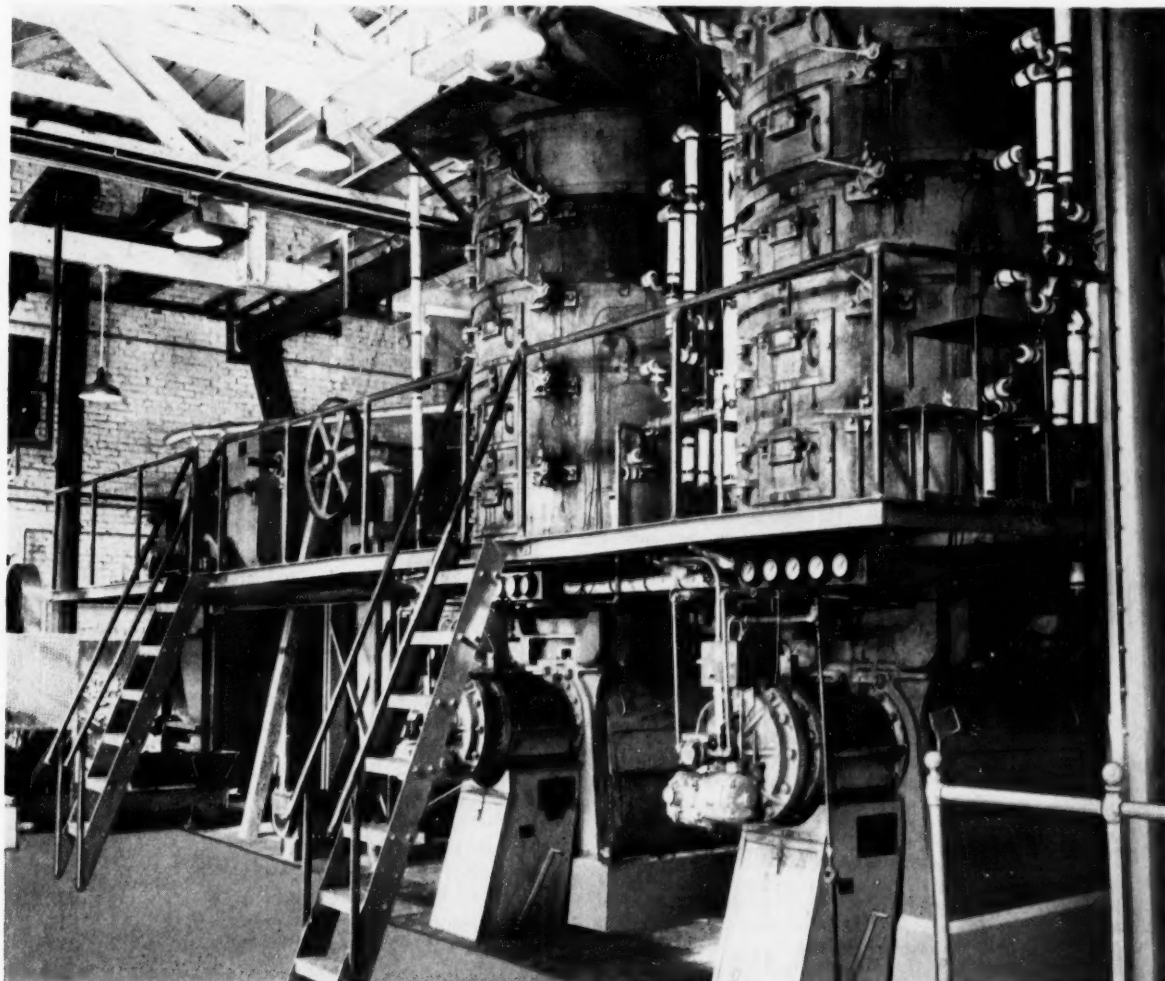
■ **BOTTOM**—A. J. Chapman is known by all who have attended Texas and NCPA conventions. He has officially reported Texas Crushers' conventions for 32 years. "Chap" is shown with Mrs. Chapman and their granddaughter, Betty Chapman. They have 10 grandchildren and will produce an album of pictures without invitation.





# 80 TONS PER DAY

*with a standard of .40*



Two French Screw Presses with Individual Cooker-Dryers and 75 Horsepower Motors installed at Ninety-Six Mfg. Co., Ninety-Six, South Carolina. Mr. H. T. Sloan, Manager and Mr. R. T. Herring, Superintendent.

**CARLOAD ANALYSIS  
DURING THIS RUN:**

ACID .....	1.2
Refining Loss .....	5.7
Refined Color .....	3.9
Bleached Color .....	0.9

The above oil mill operated the two French Screw Presses at tonnages between 77 and 83 in 24 hours. For the last three weeks of operation they averaged a standard of .40.

Write today for information on what this equipment can mean in your operation.

**THE FRENCH OIL MILL MACHINERY CO., PIQUA, OHIO**

**A Choice of**

# Two Defoliants

**for a more profitable cotton harvest**

## **Pennsalt ENDOTHAL\***

Endothal is a liquid cotton defoliant that causes the cotton plant to shed its leaves earlier and more uniformly. As a result, (1) mature bolls open faster; (2) picking efficiency is increased, both hand and mechanical; (3) fewer pickings are required to clean a field; (4) quality is improved—trash and leaf-stain are reduced; (5) boll rot and insect control are aided.

To the grower this means a saving in time and in labor, as well as better cotton—in short, a more profitable harvest!

Endothal is easy to use, dependable in its action. It mixes easily with water in the spray tank, requires no special equipment. Because it takes effect quickly, rain occurring five or six hours after treatment will not ordinarily interfere with plant response.

Endothal is effective at relatively low-gallon-per-acre rates, and is particularly valuable under certain conditions of plant maturity where defoliants often fail. It is available in handy five-gallon cans and in 54-gallon drums.

## **Pennsalt DE-FOL-ATE\***

De-Fol-Ate, an outstanding Pennsalt development, provides the maximum advantages of a chlorate-type defoliant which contains no boron. It causes mature bolls to open uniformly—thus making it easier to pick plants clean.

De-Fol-Ate is not acutely toxic or unpleasant to handle, also acts as a fire-suppressant by making cotton less flammable. It is a soluble powder and dissolves readily in the spray tank. It forms a clear solution in a matter of seconds and needs no further agitation. It is available in 100 pound drums.

**TWO SERVICE BULLETINS** Handy, helpful, "how-to-do-it" bulletins on these products are yours for the asking. For either or both of them, write to the Pennsalt office nearest you. Address: Agricultural Chemicals Department, Pennsylvania Salt Manufacturing Company, Philadelphia 7, Pa.; Bryan, Texas; Montgomery, Alabama.

\*Endothal (disodium 3,6 endoxohexahydrophthalate) and De-Fol-Ate are trade names of Pennsylvania Salt Manufacturing Company. The uses of Endothal as a defoliant and herbicide are covered by one or more of the following U. S. Patents: 2,550,494; 2,576,080; 2,576,081; 2,576,083; other patents pending.

*Pennsalt makes a complete line of effective cotton insecticides, both dusts and sprays, including BHC, DDT, Aldrin, Calcium Arsenate, Parathion, Toxaphene, and various combinations of these.*



**Pennsalt  
Chemicals**

## As Viewed from The "PRESS" Box

### • Bound To Be Better

MAKING a cotton crop in Oklahoma, says J. D. Fleming, Oklahoma City, secretary of the Oklahoma Cotton Ginners' Association, is about like winning on a lottery ticket. One bright outlook, however, is that if the weather changes, it'll be for the better. "This should be a cotton year," Fleming says. "We're due one." He expects cotton acreage to be down somewhat in the western section but to increase in the eastern part of the state.

Plans are well advanced for Oklahoma's cotton insect control program, with ginners, crushers, key farmers and County Agents forming the backbone of the control program in local areas. Fleming points out that the success in obtaining federal insect scouts has been due largely to volunteer reports of ginners and crushers, and he urges members to continue the reporting this season.

Pink bollworm regulations call for resumption of bur burning in counties under quarantine, Fleming points out. Burs may be returned to the farm only after sterilization or hammer milling.

### • Indians Say "Thanks"

P. H. JAMESON, former Northampton County Agent from North Carolina

and now agricultural Extension advisor for the Point Four Program in the Pepsu State of India, has had a song composed and sung in his honor. A night school for adults at the village of Rohta wrote the piece in recognition of his services to their agriculture. Roughly translated, the lyrics are as follows:

"... Jameson said plant American cotton, plant it in lines, compare it with Desi cotton, decide which is best and plant your fields in the best. His smiles never fade, he shakes hands with everybody, he plays with our children, he drinks our tea, and we all know he is a God-sent man to us." In paying tribute to Jameson, one Indian said, "We people who know him well know that half his body is made of heart."

### • Help Avoid Tar Spots

GINNERS can aid the campaign to eliminate tar spots in cotton, says Marshall O. Thompson, New Mexico Extension Service, State College. Tar spots are frequently found on the surfaces of baled cotton, he adds, and four of the most important sources of this kind of contamination have been found to be: the asphalt used for treating cotton sacks; asphalt on the floors and to some extent on the machinery in cotton compresses and warehouses; asphalt found

as contamination, calking, insulation and insulation in box cars used for hauling cotton; and asphalt that has accumulated from all sources in the bagging in which cotton is wrapped.

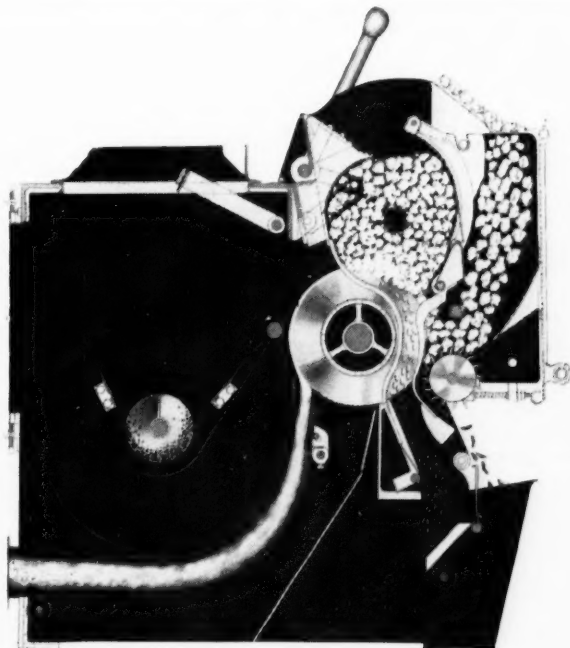
Practically no asphalt or tar was found on gin premises in an industry-wide survey, Thompson comments. "However, ginners can be very helpful in this campaign if they will take steps to remove some of the tar that is trapped in the bagging. The results of this survey show that bagging at the gin has a great deal of tar in it, some of which is loosely held. It is believed that much of this loose tar can be removed by shaking, thus reducing by that much the possibilities for contamination for bagging."

"Often, the sides of gin press boxes were slightly contaminated with tar. Ginners whose press boxes have tar on them could be helpful by removing these small amounts of tar."

### • Cotton Bans in China

CHINESE COMMUNISTS have stopped futures buying of cotton and told their federation of cooperatives to quit selling fertilizer on credit to cotton farmers. This follows the slashing of government controlled cotton prices and appears as part of a Red program to stop the trend of farmers away from grain and toward cotton.

DR. CHARLES R. SAYRE, president of Delta and Pine Land Company, Scott, Miss., is a member of the Agricultural Research Policy Committee appointed by the Secretary of Agriculture.



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**Combination ★★ Ninety**

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- ★ GREATER CAPACITY
- ★ CLEANER LINT
- ★ LESS HORSEPOWER
- ★ GIN and LINT CLEANER COMBINED

The Finest Gin Money Can Buy  
"Cleans While It Gins"

WRITE TODAY FOR DETAILS

**CEN-TENNIAL COTTON GIN CO.**

DALLAS, TEXAS

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# • Progress of the Crop •

**E**XCESSIVE heat and dry to very drouthy conditions were unfavorable for cotton development over much of the Belt during the past two weeks, although scattered light to locally heavy rains were beneficial in parts of the Southeast and Mississippi Valley. In general, progress was best in the Southeast, less favorable in the Central Belt and poorest in the Southwest.

The weather tended to hold insects in check, but some localities reported increasing infestations and scattered damage from weevils, thrips, spider mites and other pests.

**ALABAMA** cotton progress was generally good, with the crop squaring and blooming; but weevils were becoming numerous and there was some poisoning. Widely scattered showers fell over much of the state, but additional moisture would be helpful in many localities.

The best growing weather of the season helped progress of the **ARIZONA** crop, which had been retarded earlier by the cool spring. Early fields are blooming and setting bolls, while late plantings are coming up to good stands. Thrips and aphids were damaging some fields and leaf perforators were increasing.

**ARKANSAS** had hot, dry weather most of the period and rain would be helpful, especially to late plantings. Scattered showers brought only partial, local relief. Early cotton has made good growth and is squaring in all sections. Fields are clean. Thrips and weevils have appeared in some areas.

Cool weather has continued unfavor-

able for **CALIFORNIA** cotton, and the San Joaquin Valley complains of much thrip damage in spots, with some wilt. The Palo Verde Valley crop is making good growth, with chopping about 85 percent complete.

Progress in **GEORGIA** has been good to excellent, and light to moderate rainfall was beneficial although more rain is needed. Weevils were found in 62 percent of fields examined, averaging 300 per acre for all fields checked.

Hot weather stimulated growth in **LOUISIANA** but general rains are needed. Thrips have injured young cotton in many northeastern fields, and weevils were present in 62 out of 99 fields examined in the same area.

**MISSISSIPPI** cotton is growing fairly well, but rain is needed in most areas. Fields are clean and well cultivated. Examinations showed an average of 136 weevils per acre in 110 infested fields out of 249 inspected in 15 Delta counties. There was light thrip damage in 77 of the fields, medium in 24 and heavy in two fields.

In **NEW MEXICO** irrigated cotton is making good growth, but moisture lack has delayed growth and late planting in dryland areas. Light to locally heavy infestations of aphids are reported.

Rains improved prospects in **NORTH CAROLINA**, and moisture is generally satisfactory although part of the southern Piedmont has been too wet. Weevils are present in most of the state, in contrast to the situation a year ago.

Most of **OKLAHOMA** continues dry and very hot, despite flooding rains during early June which necessitated much replanting in the western part of the state. Cotton is most advanced in the southeast, where much has been chopped. Most of the western crop is just up to a stand or recently planted.

## Alabama Schedules Five Gin Schools

A late bulletin from Lawrence Ennis, Jr., secretary, Alabama Cotton Ginners' Association, announces that Cen-Tennial Cotton Gin Co. will hold a school for all Alabama gin operators July 9 at the Cen-Tennial factory, Columbus, Ga. This makes a total of five schools to be held in Alabama this year. The announcement came too late to be included in the calendar and in the story on Page 42 of this issue, which contains information about the schools to be held by Continental Gin Company, Lummus Cotton Gin Co. and the Murray Company of Texas, Inc.

Weevils have been emerging and entering fields, and growers are advised to check overwintered weevils before they take the early squares.

**SOUTH CAROLINA'S** moisture and crop conditions generally are satisfactory, although some areas still lack moisture. Cotton is making good growth and fruiting well. Weevils are increasing and becoming numerous, constituting a threat to future development unless checked.

**TENNESSEE** weather has been favorable, on the whole, but cotton prospects are only fair as insufficient moisture has hampered germination of late plantings and slowed growth of the earlier crop. Some stands are poor. Weevils are emerging in large numbers in the southern area of West Tennessee, but are less plentiful in the central section. Grasshoppers also are increasing rapidly in West Tennessee and leafhoppers are numerous in older cotton.

Record high temperatures prevailed in **TEXAS** as the drouth moved eastward to cover practically the entire state. Early cotton in coastal, central and eastern counties is fruiting heavily; but the drouth and heat caused deterioration elsewhere. Some stands have been dying on the High Plains, where much planting has been delayed. Non-irrigated cotton is opening prematurely in the Lower Rio Grande Valley, as it is in many fields in the southern part of the Coastal Bend. A general rain would benefit the crop throughout the state.

The first cotton leafworms of the season have been found in the upper coastal area on an earlier date than in any year since 1941. Boll weevils are migrating from maturing fields to irrigated cotton in the Lower Valley, and spider mite infestations are sufficient to warrant control measures in parts of this area. Pink bollworms have been found in a high percentage of fields, but the number of worms per boll was fairly low. Fleahopper infestations continue general, but have not increased, in Coastal Bend and southwestern areas. Thrips are hurting cotton in north central and northeastern areas and appearing in damaging numbers in western and northwestern areas. Overwintered weevils continue to be found in large numbers in central, eastern, north central and northeastern areas; and first generation weevils have appeared as far north as Waco, but weather conditions generally have been unfavorable for weevil development and for increases in other pests.

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# NOW—INSURE AGAINST BOTH SOIL INSECTS • SEED DISEASES WITH ONE PRODUCT

In one easy operation you can now increase your crop yields by protecting against wireworms, seed corn maggots, seed rot and damping-off diseases. ORTHO Seed Guard assures you top germination—good paying stand.

ORTHO Seed Guard is an insecticide-fungicide combination containing ISOTOX (Lindane) and ORTHOCIDE (Captan) for protection of corn, grain, cotton, vegetable, legume, soy-bean and many other seeds before planting.

## More Effective 2-Way Protection

Field tests have proved that a combination insecticide-fungicide gives seed protection that is more dependable and more effective than *either* material used alone.

More yields per acre

# ORTHO

World leader in scientific pest control

ORTHO Seed Guard provides a smooth chemical coating that sticks to the seed—does not harm seed or soil but serves as protection against soil insects and seed and seedling diseases.

## Economical

Only 1½ oz. per bushel of seed required for treatment. Saves planting extra seed; saves late and expensive replanting.



## Easy To Use

Merely add directed amount to water and mix with seed in barrel, tub or any convenient container.

## Safe and Compatible

ORTHO Seed Guard has proved to be non-injurious to seeds or seedlings on a great variety of crops. Chemically compatible with many other insecticides and fungicides.

For more information on how ORTHO can boost your crop profits call your ORTHO fieldman or dealer or write:

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# From our Washington Bureau



By **FRED BAILEY**

Washington Representative

## The COTTON GIN and OIL MILL PRESS

• **No Letup in Rural Draft Seen** — For judging how things will go, in the event of a Korean truce, grizzled veterans of the Washington scene are reminding us of the basic facts of political life: they boil down to the old admonition, "Don't believe all you hear and only half of what you see."

There has been some wishful thinking, for instance, to the effect that fewer young men on farms and in agricultural industries will be drafted. This should be taken with a grain of salt, maybe a whole shaker full.

Fact is that some officials have been talking, behind closed doors, about drafting more men in rural areas, rather than fewer. Reasoning is that the boys now can be spared from agricultural work, because the country is going to have more food and fiber than it can use anyhow.

This one should not be taken too seriously, because President Eisenhower is unlikely to agree—barring new troubles with the Russians. Speaking of the Reds, however, brings up a more important reason to expect little if any letup in draft calls.

White House insiders are dead-set against easing off on the size of our armed forces until Russian intentions come clear. As yet, and for an indefinite period, the assumption is and will be that Russian tactics may be changing, but that the Kremlin bosses are as ambitious as ever.

If they see us "soften," it will be the signal for new adventures in aggression, say top Eisenhower officials. These officials, for the same reason they resist draft reductions, think it would be a sad mistake to reduce defense spending beyond the point already planned.

• **Peace May Frighten Business** — If Eisenhower officials can keep the country convinced that armed strength must be maintained, it is likely that comparative prosperity will continue, in the view of most economists here. The "if" could be important.

There is almost certain to be some public reaction against the idea of standing at military attention once we are not actually fighting. Demands to "bring the boys back," and to relax in carrying out international programs might force the administration to change its tune.

Should this go too far, some analysts think business would be scared into recession. This, together with large crops again this year, could knock the bottom out of farm prices which already are weak.

• **Benson Reshuffles USDA**—Under his new powers to reshuffle the Agriculture Department, granted by Congress this month, Benson can transfer or reassign functions of five important agencies over which he had not had full control. They are the Forest Service, Soil

Conservation Service, Rural Electrification Administration, Farmers Home Administration and Bureau of Agricultural Economics.

Already, the Secretary has used his authority to name two new Assistant Secretaries, in addition to J. Earl Coke. They are Romeo Short, the Arkansan who directs USDA's foreign farm program, and John H. Davis, department price boss. A third new post, that of Administrative Assistant Secretary, goes to Richard D. Aplin, USDA's business manager. The jobs all pay \$15,000 annually.

• **Foreign Trade Prospects Brighten** — Things are looking up, somewhat, on the foreign trade front. It now appears sure that the Reciprocal Trade Act, favored by the cotton industry, will be extended for another year.

The same action by Congress would permit Eisenhower to name a 17-man commission to make a broad study of U.S. foreign economic policy. Another reason for some cautious optimism is the \$67,000 fund awarded the Senate Banking Committee to have a closer look-see at the Export-Import Bank.

Idea is to study the way the bank

goes about developing foreign markets for cotton and other farm products. The Senators say they are out for ideas as to how to improve conditions for foreign investment.

Still another reason for tentative cheering has been House action to kill Section 104 of the controls legislation under consideration on Capitol Hill. Effect of this move, if it can be made to stick, and if other legislation to thwart it can be warded off, will be to give the Agriculture Secretary more power over imports.

No longer would he be required, for example, to shut off imports of dairy products just because they were competitive with our own. Practically speaking, the Secretary might invoke sharp restrictions against imports, but the law would not force his hand.

• **Far West Demands More Acreage** — Lawmakers from the West are turning on the heat for changes in present laws on cotton marketing and quota procedure. Legislation being pushed would give newer growing areas, such as California, more acreage in case there are controls over 1954 production as expected.

A bill now in the hopper would prevent cuts in state allotments under 75 percent of 1952 acreage. In addition, it would require that acreage be allocated to states using the three years 1951-53 as a base.

• **Study of Cotton Farmer's Woes** — A special subcommittee of the House Agriculture Committee is tooling up to make a study of the cotton farmer's mounting troubles. Synthetics, controls and exports are to be investigated.

Southern Congressmen on the sub-group include Thompson of Texas, Abernethy of Mississippi, Gathings of Arkansas and Herlong of Florida. Simpson of Illinois is chairman.



### The Right and Wrong Way To Poison

MUCH EMPHASIS has been placed on proper application of poison at the right time. In the picture above, however, dust nozzles are set too low. Nozzles should be placed about four inches directly above the tops of the plants. Since most insects feed on tender top growth, it is important that this growth receives a full charge of poison. Cotton in the above picture is just beginning to bloom, indicating poor timing for poisoning. The early season control program should have been completed 10 days earlier. A proper application at that time, when the oldest squares were one-third grown, would have controlled over-wintered boll weevils before they had a chance to reproduce. The application at that time would have insured early fruiting by protecting the crop from the boll weevil, fleahopper and other insects. After the blooms appear, poison kills flower bugs and other friendly insects needed to give protection against the bollworm.

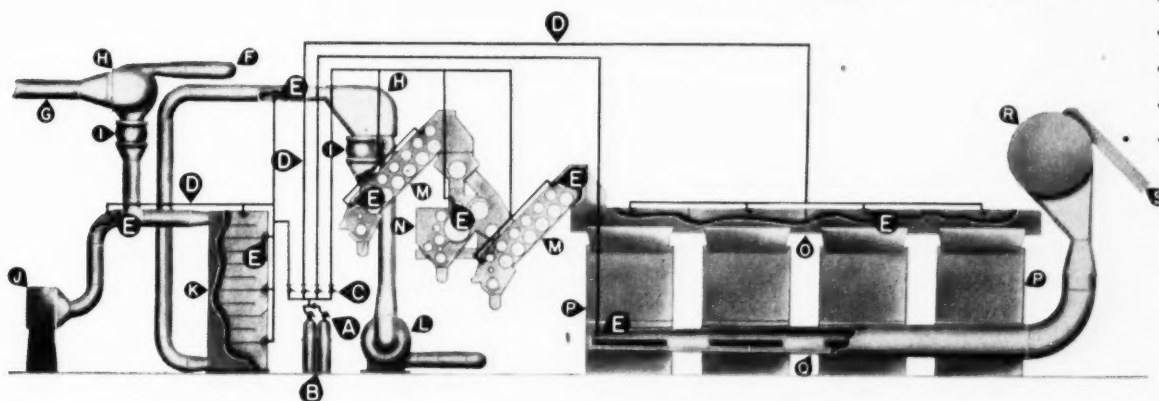


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## TYPICAL INSTALLATION C-O-TWO FIRE EXTINGUISHING SYSTEM FOR COTTON GINS

A carbon dioxide release levers  
B carbon dioxide cylinders  
C carbon dioxide direction valves  
D pipe lines for discharging carbon dioxide  
E carbon dioxide discharge nozzles

F intake from wagons  
G vacuum fan connection  
H separators  
I vacuum feeders  
J heater  
K tower drier  
L hot air exhaust fan  
M impact cleaners  
N burrer  
O screw conveyor and distributor  
P gin stands  
Q lint flue  
R condenser  
S outlet to presses



No chance of a dangerous fire holding up operations during the busy season when your cotton gin is fully protected with a C-O-TWO Fire Extinguishing System.

At the first flash of fire, you just flip a release lever and direction valve, then clean, dry, non-conducting, non-damaging carbon dioxide is instantly released into the threatened area. The fire is out in seconds and the carbon dioxide disappears quickly without a trace... the only damage is the actually burned cotton. Carbon dioxide is harmless to finishes, machinery and cotton... the safest kind of fire extinguishing agent known for cotton gin use.

Let an expert C-O-TWO Fire Protection Engineer help you in planning economical, fully approved firesafety now. Remember delayed replacements and high costs add up to a big loss these days... also, fire doesn't wait. Contact us today for complete free information.

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**HARMLESS TO COTTON . . . inert, clean, dry, penetrating**

**EASY INSTALLATION . . . compact design, simple piping and fittings**

**MINIMUM MAINTENANCE . . . durable construction, no annual recharging**



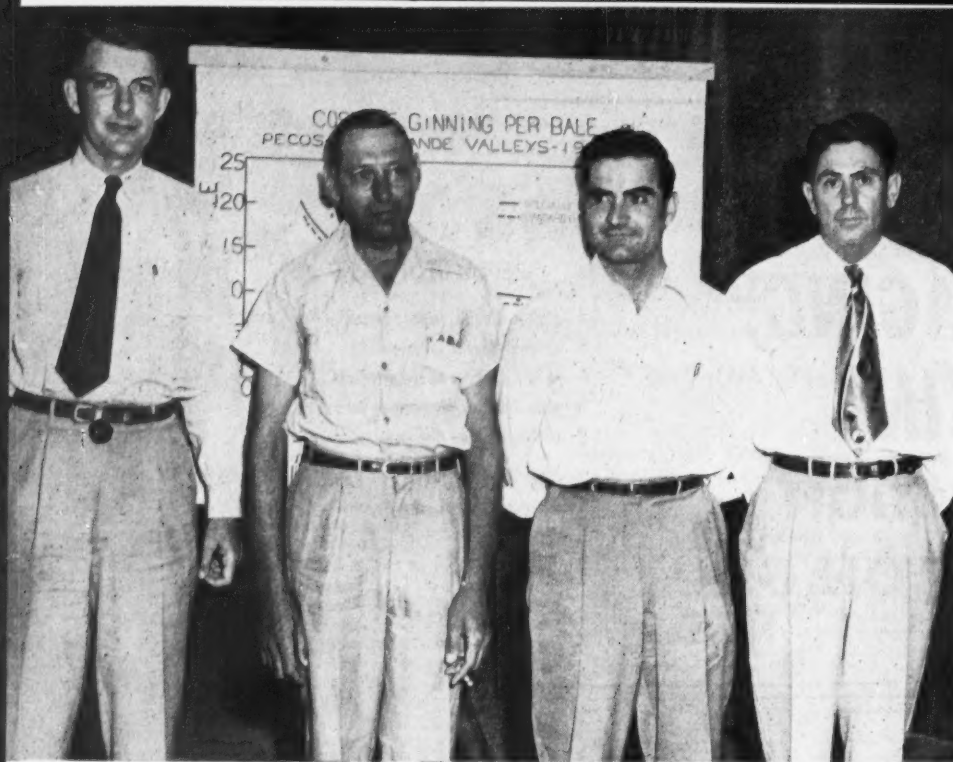
MANUFACTURERS OF APPROVED FIRE PROTECTION EQUIPMENT  
Squeeze-Grip Carbon Dioxide Type Fire Extinguishers  
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*In Ruidoso, June 15-16*

## New Mexico Ginners Discuss Research

■ **MERIWETHER** re-elected president. Compton named vice-president at convention.

Discussions of cotton ginning and cotton research developments were featured on the program at the fourth annual convention of New Mexico Cotton Ginners' Association, June 15-16, at the Navajo Lodge, Ruidoso. Carl Meriwether, Western Cottonoil Co., Las Cruces, was re-elected president; and Earl Compton, Conchos Gin, Tucumcari, was elected vice-president.

Directors elected were W. E. Bordurant, Roswell; Winston Lovelace, Loving; Bill Griffin, Deming; Meriwether; Luther Thomas, Portales; Compton; and J. P. White, Jr., Roswell. Lovelace was elected to a three year term as a director of the National Cotton Ginners' Association.

Following formal opening of the convention, appointment of committees and the president's report by Meriwether, the initial session June 15 heard reports from four representatives from the U.S. Cotton Ginning Laboratory, Mesilla Park. V. L. Stedronsky, engineer, reviewed engineering research; Clarence Leonard, physicist, discussed static in gins; Harvin Smith, agricultural economist, talked on costs and the effect of volume on ginning costs; and W. H. Fortenberry, cotton technologist, presented a discussion of foreign matter and moisture in seed cotton and the use of lint cleaners.

K. R. Welsh, Hartford Accident and Indemnity Co., Dallas, talked on "The Dollars and Sense of Accident Control," stressing the humanitarian and economic aspects of preventing accidents.

Golfing at Cloudcroft and other recreation were enjoyed during the afternoon; and the annual banquet Monday evening, at which gin machinery manu-



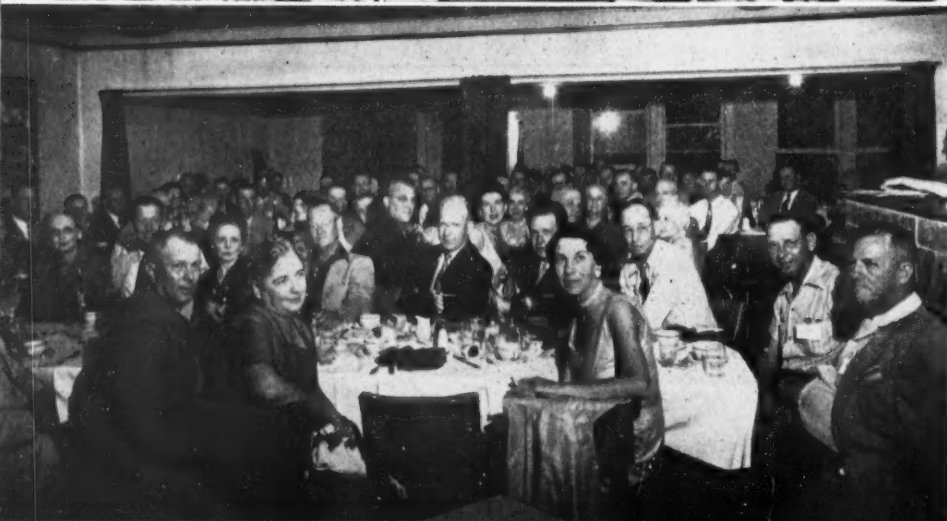
### New Mexico Ginners' Photoviews

■ **TOP:** Four staff members from the Cotton Ginning Laboratory, Mesilla Park, N. M., participated in the New Mexico Ginners' convention program. L. to r., they are Clarence Leonard, physicist; V. L. Stedronsky, engineer; Harvin Smith, economist; and W. H. Fortenberry, cotton technologist.

■ **SECOND FROM TOP, LEFT:** K. R. Welsh, Hartford Accident and Indemnity Co., Dallas, addressed the ginners on the subject of "Dollars and Sense of Accident Control."

■ **SECOND FROM TOP, RIGHT:** Carl Meriwether, left, Western Cottonoil Co., Las Cruces, was re-elected president of the association, and Earl Compton, right, Conchos Gin, Tucumcari, was named vice-president.

■ **BOTTOM:** Shown is a portion of the banquet crowd at Navajo Lodge, Ruidoso.



facturers and supply firms were hosts, was well attended. The banquet was held at Navajo Lodge.

Dr. Lester M. Blank, USDA pathologist, State College, N.M., opened the June 16 session with a discussion of diseases, calling attention to the special section on cotton diseases published in the April 25 issue of The Cotton Gin and Oil Mill Press, official publication for the New Mexico and other ginner's associations.

Pink bollworm control was discussed by George B. Ray, Bureau of Entomology and Plant Quarantine, USDA, El Paso; and Dr. G. N. Stroman, New Mexico A. & M. College, reported on 1517 cotton breeding.

Dr. Harold Loden, Paymaster Farms, Plainview, Texas, presented an interesting discussion on developments in short staple cotton breeding; and J. T. Stovall, New Mexico A. & M. College, discussed activities of the New Mexico Crop Improvement Association.

"A Look at the Future" was the subject of Clifton Kirkpatrick, National Cotton Council, Memphis, who outlined domestic and foreign cotton developments.

The convention adjourned at noon after hearing committee reports and electing officers.

## • District Meetings Set in Carolinas

DISTRICT MEETINGS of the Carolinas Ginners Association will be held in North Carolina June 22-23-24 and in South Carolina June 25-26, according to Clifford H. Hardy, executive secretary.

Hardy also has announced that the association's 1954 convention will be held Feb. 15-16 at the Hotel Charlotte, Charlotte, N.C.

The North Carolina eastern district meeting is being held at Overton's Restaurant, Rocky Mount, beginning at 7 p.m. June 22. Fritz Lichte, retired Texas cotton ginning specialist, will be a guest at this meeting. The central district will meet at Johnson's Restaurant, Dunn, beginning at 10 a.m. June 23, and the Piedmont district will meet at the American Legion Building, Shelby, at 10 a.m. June 24.

Speakers for the North Carolina meetings include Candler Miller, Vernon W. Hill, Fred P. Johnson, D. H. Stancil and Charles E. Boyce.

In South Carolina the June 25 meeting will be held at Caulk's Restaurant, Bennettsville, beginning at 10 a.m., and the second meeting, June 26, will be held at Clemson House, Clemson, at 10 a.m. Special guests at Clemson will be John C. Bell and G. W. Gignilliat. Speakers scheduled for both sessions include Warren Devinney, Sam A. Williams, J. C. Oglesbee, Jr., and Ralph T. Jackson.

## Duggan Joins Atlanta Bank

Ivy W. Duggan, long-time USDA official and a native of Sparta, Ga., has resigned as governor of the Farm Credit Administration to become a vice-president of the Trust Company of Georgia, with headquarters in Atlanta.

Duggan served in various USDA positions during the Roosevelt administration and was appointed FCA governor in 1944. He was reappointed last year for a six year term.

## At June 11-12 Meeting

# M. J. Harper Elected In Mississippi

■ CRUSHERS name Wm. King Self vice-president at convention in Edgewater Park.

Members of Mississippi Cottonseed Crushers' Association selected M. J. Harper, Refuge Cotton Oil Co., Vicksburg, as their president for 1953-54 at the final session of their annual con-



M. J. HARPER

vention, June 11-12, at the Edgewater Gulf Hotel, Edgewater Park, Miss. Wm. King Self, Riverside Oil Mill, Marks, was elected vice-president and J. A. Rogers, Jackson, was renamed secretary.

A highly successful business program and numerous entertainment features were provided for crushers and visitors at the two day meeting, which was preceded June 10 by a barbecue. Other entertainment features included a ladies luncheon and buffet dinner and dancing June 11.

Presentation of two district winners in the 1952 Five Acre Cotton Contest, sponsored by the crushers in cooperation with Mississippi Extension Service and others, was one of the program highlights.

Clarence E. Morgan, president, Merchants and Farmers Bank, Kosciusko, Miss., discussed the spread of socialism in this country, citing methods by which freedom is being restricted.

The general business outlook was reviewed by Wilson Wright, The Procter and Gamble Co., Cincinnati, who believes that this country is entering a difficult period brought about by the mistaken idea that the economy can be controlled as desired. He pointed out that the vegetable oil industries will enter the new season with tremendous carry-overs and that current and prospective supplies are above what consumers can be expected to buy.

C. E. McDaniel, National Cotton Coun-

cil, Memphis, talked on the outlook for cotton exports and domestic consumption.

Wallace M. Davis, president, Hibernia National Bank, New Orleans, explained that current federal fiscal policies are designed to bring about a free economy and to stop the decline in value of the dollar. He urged support of the administration's financial policies.

## • Cottonseed Research Summary Released

USDA's Agricultural Research Administration has released a summary of the cooperative research program which is underway to define processing conditions for all commercial methods that will improve the nutritive value of cottonseed meal in rations of swine and poultry, at the same time improving oil quality.

The report cites papers on the subject that have been published in The Cotton Gin and Oil Mill Press and Journal of the American Oil Chemists Society, pointing out that reprints are obtainable from the Southern Regional Research Laboratory, 2100 Robert E. Lee Boulevard, New Orleans 19, La.

Cotton oil mills and their NCPA Educational Service, state Experiment Stations, several mixed feed firms and various bureaus of USDA are participating in the cooperative research program, which includes research on the chemistry of cottonseed processing, the development of a chemical measure of nutritive value, practical experiments in mills and feeding experiments.

Supplementing previous progress reports on the program made by the NCPA, Southern Regional Research Laboratory and other cooperators, the current USDA summary points out that the processing of cottonseed by five commercial mills has been systematically examined in research by the Bureau of Agricultural and Industrial Chemistry to study the changes that take place in the protein and pigments as a result of operating variables.

"W. A. Pons and others at the Southern Laboratory analyzed samples of raw meats, cooked meats, meal and oil from the regular production of hydraulic and screw press mills to obtain data on nitrogen solubility, thiamine and free gossypol contents, material balances of total gossypol and the distribution of gossypol. The work showed that there are fundamental differences between these two methods of processing, particularly in the distribution of the pigments between the oil and meal. Screw-pressed oil samples investigated contained more gossypol than the hydraulic-pressed samples. Screw-pressed meal samples generally had lower total and free gossypol contents than the hydraulic-pressed samples," says the report.

"Earlier work had shown that the value of cottonseed meals for unrestricted feeding to poultry and swine can be improved by proper control of processing conditions. Screw-pressed meals produced commercially under certain carefully controlled conditions of cooking and pressing when fed to poultry and swine in unrestricted quantities gave excellent growth rates. The biological value of the protein had not been substantially impaired during processing, and only 0.03 percent gossypol remained in the free state."



## Edward Teaford, Ginner, Dies at Luxora, Ark.

His many friends in the industry were saddened by the death of Edward Arcus Teaford, Luxora Gin Co., Luxora, Ark., on May 19. Death resulted from a heart attack.

Teaford was born December 13, 1873, in Orange County, Indiana. In 1896 he went to Campbell, Mo., where he worked as a mill hand. In 1898 the ginner moved to Osceola, Ark., where he installed and operated the first light plant, the first ice plant and the first water works in the town. He also maintained the first telephone line from Memphis to Osceola.

In 1919 Teaford moved to Luxora and built the Luxora Gin Co., Inc., which he operated until his death. He built and

used the first cotton drier in the state. Teaford is survived by his widow and two sons, Ambrose E. and James Edward, who are operating the gin. The latter survivor is the 1953-54 president of the Arkansas-Missouri Ginners' Association.

## USDA Gets Public Patent On Recipro-cleaner

A public patent has been issued to USDA in the name of Charles M. Merkel, U.S. Cotton Ginning Laboratory, Stoneville, Miss., and associates on a recipro-cleaner for cotton gins. The cleaner is built in as a part of the gin stand commonly used in ginning and requires no additional machines, and little additional power, for its operation.

## Committee Chairman Named By Delta Council Head

Six area leaders have been named in Mississippi to head the Delta Council's committees working in the general field of agriculture, according to an announcement by Dr. C. R. Sayre, Scott, Council president. Luther W. Wade, Greenwood, has been designated to work with the six committees.

Chairmen and their committees include Cauley Cortright, Rolling Fork, agricultural committee; Monty Payne, Winterville, forestry committee; Sam Thompson, Itta Bena, soil conservation committee; J. C. Baird, Jr., Indianola, labor committee; W. M. Garrard, Jr., Indianola, farm policy steering committee; and J. E. Bennett, Leland, livestock committee.

## Free World Cotton Output Decline Is Predicted

The International Cotton Advisory Committee has predicted a decline in cotton production in the free world this season despite prospects that the U.S. crop will show little change from last year's 15 million bales.

Production outside the U.S. is expected to decline because of the need to increase food production in some countries, substantial stocks in storage and the fact that prices are generally lower now than they were last spring at planting time.

Members of the committee, which is an organization of 28 cotton producing and consuming countries, said that private forecasters of the U.S. crop, who have predicted a crop well above last season's, should scale down their estimates "due to generally unfavorable weather in many parts of the Belt."

### New Product

#### NEW ENGINE MODEL ANNOUNCED BY THE CLIMAX COMPANY

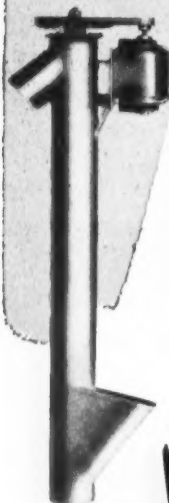
The production of a new heavy duty industrial engine known as the K-67 has been announced by The Climax Engine and Pump Manufacturing Company. The new model, latest in the Climax Blue Streak Series, was designed to furnish power for oil well drilling, water pumps, generators, blowers, snow plows, mud pumps, cranes and compressors. It has six cylinders with a seven inch bore and stroke, 1616 cubic inch displacement and has a maximum horse power rating of 280 at 1350 R.P.M.

According to the manufacturer, the K-67 combines the proved features of earlier models with the most modern engine design. It will operate with equal efficiency on natural gas, gasoline, butane or sewage gas with provisions for correct compression ratios and necessary accessories for the particular fuel to be used. Other features include a seven bearing crankshaft—precision type main and connecting rod bearings—pressure lubrication to all moving parts—cam ground aluminum pistons—non-positive rotating type overhead valves and gear driven oil and water pumps.

The Climax Engine and Pump Manufacturing Company, with factory and general offices in Clinton, Iowa, maintains a distributor organization consisting of 51 present coast to coast locations having complete stocks of parts and repair facilities. Twenty-four other locations are now proposed throughout the U.S. and Canada.

# Want a Nice Year 'Round Profit...?

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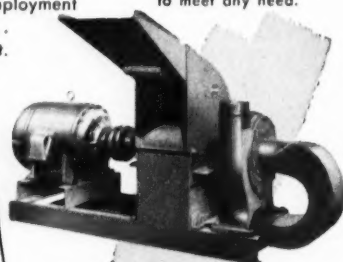
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Custom made to handle your particular conveying problem.

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**VERTICAL FEED MIXER**  
Available in 6 sizes  
1/2 to 5 ton capacity—  
to meet any need.



**MODEL "M" HAMMERMILL**  
with direct connected motor

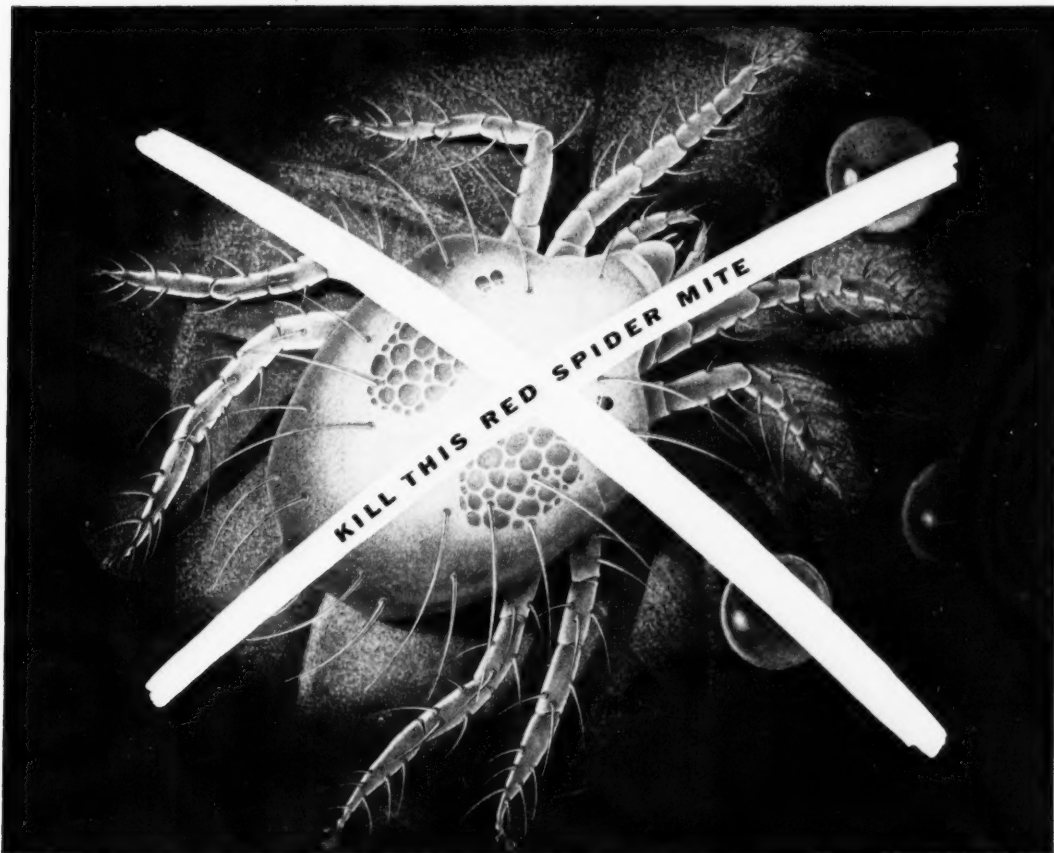
**The Duplex Mill & Manufacturing Company**  
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Yes, I'm interested in planning a feed mill program. Without obligation, please send me full details on the machines checked.

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| <input type="checkbox"/> Vertical Feed Mixer       | <input type="checkbox"/> Model "M" Hammermill   |
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| <input type="checkbox"/> Molasses Mixer            | <input type="checkbox"/> Electric Truck Hoist   |
| <input type="checkbox"/> Cob Crusher               | <input type="checkbox"/> Corn Scalper           |
| <input type="checkbox"/> Corn Cutter and Grader    | <input type="checkbox"/> Chain Drag             |
| <input type="checkbox"/> Corn Sheller with Blowers | <input type="checkbox"/> Attrition Mill Blower  |
| <input type="checkbox"/> Regular Corn Sheller      | <input type="checkbox"/> Corn Crusher-Regulator |
| <input type="checkbox"/> Pitless Corn Sheller      | <input type="checkbox"/> Grain Feeder           |
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## APPLY ARAMITE\*

### The Safest Strongest Mite-Killer ever developed

Now, with mites to kill, apply Aramite and be confident of complete safety. Extensive tests and years of use have conclusively proved Aramite to be non-hazardous to humans, animals and bees. Aramite offers no danger from drift to adjacent crops—no residue hazard to spray operators or pickers.

Use Aramite and be confident, too, of excellent knockout of Red Spider Mite, cotton's deadliest enemy. In fact, apply this outstanding field-proven mite-killer and you'll control every mite type that preys on cotton.

#### Longer-lasting Aramite Saves Reapplication Costs

Not only is Aramite the safest and most effective mite-killer you can use, it also stays effective longer on your cotton plants—thus saves you the added expense of repeated applications.

#### ... And More Aramite Advantages!

Aramite is extremely easy to apply. It mixes well with sulphur and other commonly used insecticides and is harmless to friendly mite-killing insects. All these advantages plus Aramite's extreme safety and effectiveness add up to a more profitable cotton crop with greater quality yields.

#### Read What Agricultural Authorities Report:

From Conference Report of 12 Cotton-Growing States—(Arkansas, California, Missouri, New Mexico, Tennessee, Texas, North Carolina, South Carolina, Mississippi, Alabama, Georgia, Kentucky).

When red spiders noticeably increase, use Aramite for rapid and effective control on cotton.

**From California**—Aramite is one of the best dusts for two-spotted and Pacific spider mite control.

**From Texas**—to control red spider mites, apply Aramite.

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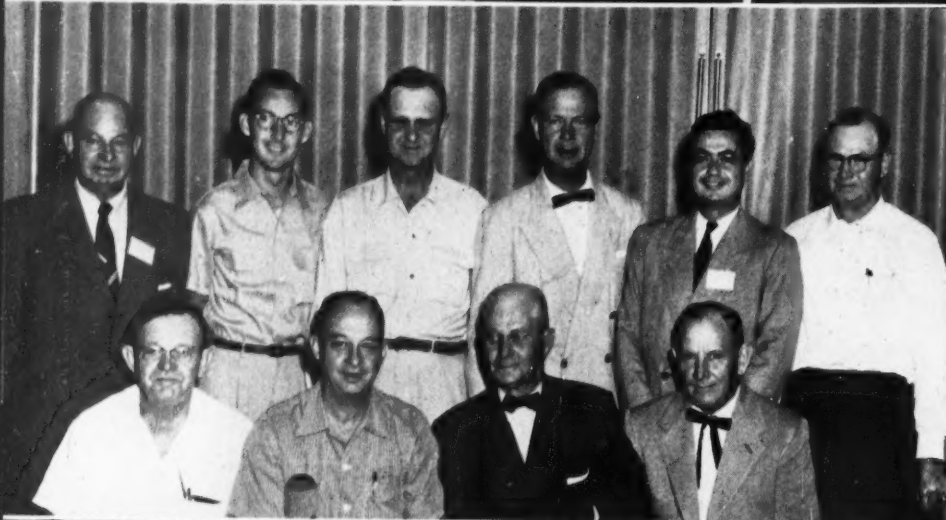
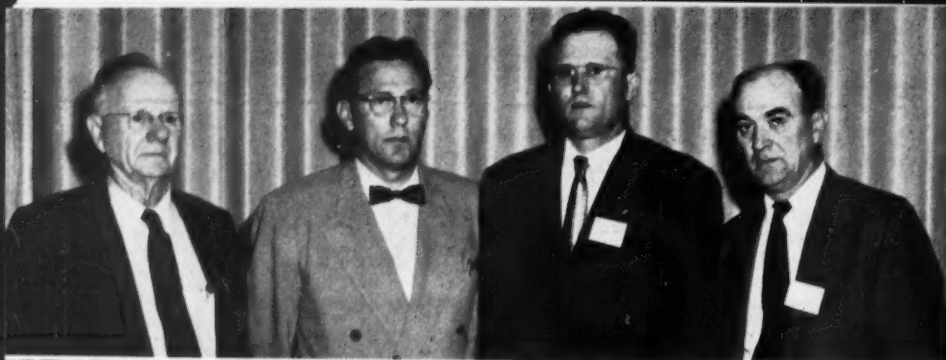


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manufacturers of seed protectants—Spergon, Spergon-DDT, Spergon-SL, Spergon-DDT-SL, Phygon Seed Protectant, Phygon Naugets, Phygon-XL-DDT, Thiram Naugets, Thiram 50 Dust—fungicides—Spergon Wettable, Phygon-XL—insecticides—Synklor-48-E, Synklor-50-W—fungicide-insecticides—Spergon Gladiolus Dust, Phygon Rose Dust—miticides—Aramite—growth retardants and herbicides—MH-30, MH-40—pre-emergence weed killers—Alanap-I



*In Fort Worth, June 10-12*

## Roots Elected by Superintendents

■ **NATIONAL** group names Whittecar vice-president. Brown heads Oil Mill Machinery and Supply Association.

Members of the National Oil Mill Superintendents Association elected L. C. Roots, Anderson, Clayton & Co., H. Matamoros, Tamps., Mexico, president at the final session of their annual convention June 10-11-12 at the Hotel Texas, Fort Worth. W. C. Whittecar, general superintendent, Plains Cooperative Oil Mill, Lubbock, was named vice-president; and H. E. Wilson, president, Peoples Cotton Oil Company, Wharton, Texas, was re-elected secretary-treasurer.

The superintendents voted to hold their 1954 convention in San Antonio on dates to be announced later.

At a meeting during the convention, the Oil Mill Machinery Manufacturers and Supply Association named R. C. Brown, Industrial Equipment, Dallas, president; L. B. Temple, Fort Worth Steel & Machinery Co., Fort Worth, vice-president; and John Grace, Wichita Industrial Manufacturing Co., Fort Worth, secretary-treasurer of their organization, which sponsored many enjoyable features of the convention.

Attendance of superintendents and vis-

## Photoviews of Fort Worth Meeting

■ **TOP**—Shown, l. to r., are H. E. Wilson, Wharton, Texas, re-elected secretary-treasurer; L. C. Roots, Matamoros, Mexico, the new president; Ed Nash, Waxahachie, Texas, immediate past president; and W. C. Whittecar, Lubbock, Texas, the new vice-president.

■ **SECOND FROM TOP**—Among those attending the convention were, seated, l. to r., C. W. Rankin, Brenham; M. C. Verdery, Houston; Charles C. Cantrell, Fort Worth; L. U. Cole, Fort Worth. Standing, l. to r., G. C. Reed, Fort Worth; W. C. Cantrell, Fort Worth; H. D. Reeves, Sweetwater; H. P. Keahey, Dallas; Neema Naief Emad, Tanta, Egypt; and H. T. (Rusty) Beard, Dallas.

■ **THIRD FROM TOP**—L. to r., R. C. (Dick) Brown, Industrial Equipment, Dallas, newly elected president of the Oil Mill Machinery Manufacturers and Supply Association, discusses the program with E. J. Pflanz, Briggs-Weaver Machinery Co., Dallas, the retiring president.

■ **BOTTOM**—Shown are some of the ladies who added much to convention activities. Seated, l. to r., are Mrs. N. H. Humphries, Roswell, N. M.; Mrs. J. B. Keith, Waco; Mrs. J. F. Ray, Phoenix, Ariz.; Mrs. Carter Foster, Jr., Temple, Texas. Standing, l. to r., are Mrs. O. J. Jones, Lubbock; Mrs. H. D. Reeves, Sweetwater; Mrs. H. L. Morsback, Richmond, Texas; Mrs. T. J. Trice, Colorado City, Texas; Mrs. N. M. Armstrong, Sweetwater; and Mrs. Kenneth Whitlock, Corpus Christi.



itors was excellent throughout the business sessions and at the social features of the convention. The program included practical discussions of many oil mill problems by members of the association and guest speakers, including representatives of machinery manufacturers, research institutions and others. Subjects discussed included solvent and screw press extraction, good housekeeping in oil mills, pulverizing machinery, cleaning of seed and linters, quality improvement, and research developments.

## • Board Opens Dallas Brokerage Office

ROBERT M. BOARD has announced the opening of his office at 919 Cotton Exchange Building, Dallas, as a broker in cottonseed products and other oilseed products. His telephone number is Prospect 1689.

Board has many friends in the oilseed processing and cotton industries, with which he has been associated since 1928 except while serving in the armed



ROBERT M. BOARD

forces during World War II. For the past three years he has been with the Dallas office of Zimmerman Alderson Carr Co., and from 1945 to 1950 he was with the New Orleans and Dallas offices of the USDA's Production and Marketing Administration. He was chief of the PMA cottonseed division in Dallas for the first cottonseed program.

Volunteering in 1940, Board was honorably discharged in 1945 as an officer in the 507th Fighter Group, U.S. Air Corps.

He was associated with R. L. Dixon and Brother, cotton exporters, from 1928 to 1940, serving as a buyer, cotton classifier and as the firm's representative in Mexico.

A native of McKinney, where his family has lived since Texas was a republic, Board majored in textile engineering at Texas Technological College, Lubbock.

■ RAY W. WILSON, manager of livestock, agriculture and youth activities for the State Fair of Texas, has been awarded the annual state 4-H recognition award. The honor was presented to Wilson at the Texas 4-H Roundup at College Station June 11.

## Maid of Cotton Making Latin American Tour

Alice Corr, 1953 Maid of Cotton, will leave for Peru, Brazil and Panama June 23 and is scheduled to spend four weeks in these Latin American countries.

In Peru, her activities will center around a charity fashion show. While in Lima, Peru, she will be photographed for a television movie, featuring new fall and winter cottons, to be released through U.S. television stations upon her return.

Miss Corr will spend a week in Rio de Janeiro, Brazil, where she will be presented in fashion shows under the sponsorship of the Sindicato das Industrias de Fiacao e Tecelagem de Rio de Janeiro, Brazil's cotton industry organi-

zation. In Brazil, the Maid will also visit the city of Sao Paulo.

Final stop on the Latin American tour is Panama, where Miss Corr calls on government leaders and participates in fashion shows. She will return to the States July 18.

The Latin American phase of the tour will bring the Maid's travel log to a total of nearly 65,000 miles. She has been traveling for the U.S. cotton industry since January, visiting nearly every major city in the U.S., as well as making appearances in France, Italy, Holland and Canada.

A native of Selma, Ala., Miss Corr was a student at the University of Alabama when she was selected Maid of Cotton. She plans to return to college after her tour is completed.

# The Moss Lint Cleaner pleases all three

## 1 THE FARMER —

With improved grades on all of his cotton and giving him top market prices throughout the ginning season.

## 2 THE GINNER —

A machine requiring the very minimum of attention, increased patronage, and above all the satisfaction of knowing that he is doing a superb job for his customers without losing good lint.

## 3 THE SPINNER —

With a bale of uniform staple length. Smooth preparation and free of motes and objectionable trash.

No Lint Cleaner could have more enthusiastic support and praise than the owners give this fine machine. You need only to talk with a ginner who has operated the Moss Lint Cleaner one season to get the true facts. The ginner will tell you that the Moss Machine will stand all tests and come out on top of the lot.

We will be glad to mail a descriptive bulletin and a list of the users in your territory.

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#### At Final Memphis Session

### Tri-States Elect, Plan Meetings

■ **SUPERINTENDENTS** to meet in Biloxi in 1954. Committee chairmen selected.

At the final session, June 5, of their three-day meeting at the Peabody Hotel in Memphis, members of the Tri-States Oil Mill Superintendents Association elected officers, selected dates for future meetings and heard final business discussions. J. Ralph Huneycutt, Planters Cotton Oil Co., Pine Bluff, Ark., was named president, succeeding O. D. Easley, Southern Cotton Oil Co., Memphis, as reported in the June 6 issue of The Cotton Gin and Oil Mill Press.

Other officers elected included Woodson Campbell, Hollandale Cotton Oil Co., Hollandale, Miss., vice-president; Roy Castillow, Southern Cotton Oil Co., Little Rock, Ark., secretary-treasurer; and Mrs. Roy Castillow, corresponding secretary.

Approximately 600 members and guests attended the final session and heard Dean Bredeson, The V. D. Anderson Company, Cleveland, Ohio, discuss "High Speed Expeller Operations."

Eight men were introduced to the convention for their outstanding safety records. They were L. E. Gresham, Sunflower Cotton Oil Co., Indianola, Miss.; R. L. Leggins, Blytheville Cotton Oil Co., Blytheville, Ark.; B. C. Lundy, Greenville Oil Works, Greenville, Miss.; Frank Harris, Southern Cotton Oil Co., Natchitoches, La.; E. A. Gaulding, Buckeye Cotton Oil Co., Jackson, Miss.; Charles Hammett, Southern Cotton Oil Co., Vicksburg, Miss.; H. C. "Bud" Switzer, Humphreys County Oil Mill, Belzoni, Miss.; and Harry Southall, Union Oil Co., Bunkie, La.

B. C. Lundy, Greenville Oil Works,

#### Photo Flash-Backs to Tri-States Meeting

■ **TOP**—Shown, at the speakers' table, l. to r., are J. Ralph Huneycutt, Pine Bluff, Ark., who was elected president; N. L. Pugh, Newport, Ark., chairman, 1953 program committee; the recording secretary who took the place of Jane Inez Gordon who was in Honolulu; O. D. Easley, Memphis, 1952-53 president; and R. E. Neiman, Southern Bearing Service, Memphis, commenting on a technicolor sound picture titled "Ball Bearing Maintenance and Care."

■ **SECOND FROM TOP**—Shown is a part of the large crowd which attended the barbecue at Clearpool in Memphis at noon Wednesday, June 6.


■ **THIRD FROM TOP**—L. to r., O. D. Easley watches as B. C. Lundy, Greenville, Miss., an association director, and C. C. Castillow, also of Greenville, general convention chairman, assist six-year-old Benita Ramey as she draws attendance slips. Benita is the daughter of Mr. and Mrs. Ben Ramey, Jackson, Miss.

■ **BOTTOM**—Folks lined up early and continued to come by for "seconds" at the Clearpool barbecue.



Greenville, Miss., was named general convention chairman, succeeding C. C. Castillow, Southern Cotton Oil Co., Greenville, Miss. Castillow, L. E. Roberts, De Soto Oil Co., Memphis; and Miss Jane Inez Gordon, Memphis, were voted lifetime memberships in the association for their long service.

E. H. Tenent, Woodson-Tenent Laboratories, Memphis, was appointed chairman of the research committee. He will be assisted by J. R. Mays, Barrow-Agee Laboratories, Inc., Memphis; and W. E. Hassler, Buckeye Cotton Oil Co., Memphis. Hassler also was named chairman of the memorial committee.



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AND MORE GROWERS  
ARE PLANTING  
WATSON  
COTTONS**

*and no wonder, it's*  
**THE FINEST  
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High yield of 15/16 to 1-inch staple, high acre-yield, high gin-turnout—three of many reasons why WATSON'S COTTON is the fast-selling seed in the Southwest. State-registered and Ceresan-treated. Are YOU stocking this best-seller?



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- WATSON'S NEW ROWDEN
- WATSON'S STONEVILLE 62
- WATSON'S EMPIRE

**FERRIS WATSON SEED CO.**  
GARLAND • Dallas County • TEXAS

The 1954 meeting of the Association will be held at Hotel Buena Vista, Biloxi, Miss., June 2, 3 and 4.

The group will hold three regional meetings during the next twelve months at Greenville, Miss., December 5; Little Rock, Ark., February 7, 1954; and Memphis, April 4, 1954.

### Resolutions Are Adopted On Cotton Allotments

The Executive Committee of the North Carolina State Cotton Promotion Committee at a meeting early in June adopted resolutions governing state, county and individual farm allotments in the event marketing quotas are imposed for next year.

Purpose of the resolutions is to provide that no change be made in the method or number of years for determining state and county allotments and to provide more equitable distribution of the county allotment among the cotton farms in the county. The present law, with its cropland factor provision and minimum allotment provision, is not satisfactory for North Carolina, committee members say; therefore, the resolution set up proposed changes in the present law which would permit distribution of the county allotment between farms on an historical basis.

Years to be used in establishing quotas, if the resolutions were adopted, would be the three years immediately preceding the year in which the allotment is established. Other changes in the amount of reserve to be used by the committees for adjustment, as well as provision for voting on quotas for one or three years, are also included.

T. B. Upchurch, Raeford, has been named chairman of the executive committee of the North Carolina Cotton Promotion Committee. Robert Morgan, Shelby, was named vice-chairman, and Paul Keller, Clayton, was elected secretary-treasurer.

### Hauck, Alexander Promoted By Blaw-Knox Company

Two promotions in sales personnel of Blaw-Knox Company's Chemical Plants Division have been announced by G. E. Kopetz, vice president-assistant general manager of the division. Charles F. Hauck has been advanced to the position of sales manager of the division. He is succeeded as assistant sales manager by Bruce Alexander.

Alexander joined the company in 1944 and for three years was in charge of sales and engineering of process equipment for the Blaw-Knox Equipment Division at Blawnox, Pa. He had earlier engineering experience with the Aluminum Company of America and the Colorado Fuel and Iron Corporation. A graduate of the University of Nebraska, he is a registered professional engineer in Pennsylvania and an active member of the American Institute of Chemical Engineers.

Hauck joined Blaw-Knox in 1951 as manager of sales promotion of the Chemical Plants Division, later being advanced to assistant sales manager.

■ **THEODORE R. THOMPSON**, Fresno, Calif., chief of the water services division of the bureau of reclamation in the San Joaquin Valley, has accepted a position as technical advisor on irrigation projects in the Philippine Islands.

## THE Barrentine Cotton Transport



**Designed For Faster, More  
Economical Handling of Seed  
Cotton Between Fields and  
Gins**

✓ **COSTS LESS TO BUY**

✓ **COSTS LESS TO  
MAINTAIN**

Designed both for economy and efficiency, the new Barrentine Cotton Transport is an outstanding improvement over standard methods of handling seed cotton between fields and gins. The transport unit consists of a single carrier and as many removable cotton boxes as are needed, depending on the individual requirements of the user. To load, the trailer is backed under the box and it hydraulically lifts it to travel position. To unload, the carrier lowers the box to the ground and pulls out from under it.

**IT'S ECONOMICAL** — Your initial investment is approximately one-half that required for standard trailer units. Maintenance costs are reduced as much as 75%.

**IT'S FASTER** — The Barrentine Cotton Transport speeds up harvesting and ginning by keeping the seed cotton moving during the picking season.

**IT'S VERSATILE** — Can be used for hauling grain or cattle. With detachable sides removed, the bottom of the box will hold 200 bushels of grain.

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OIL MILL EQUIPMENT FOR SALE—Anderson Expellers, French screw presses, cookers, dryers, rolls.—Pittcock and Associates, Glen Riddle, Pa.

## Electric Motors



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- Call us anytime—day or night, anywhere—and we will deliver a loan motor to your plant via one of our standby trucks and pick up your equipment for repair.

Partial list of motors we have for immediate delivery:

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- 4—200 hp. 3/60/2200/900 rpm, slip ring
- 6—200 hp. 3/60/440/900 rpm, slip ring
- 4—150 hp. 3/60/2300/900 rpm, slip ring
- 2—150 hp. 3/60/440/900 rpm, slip ring
- 3—125 hp. 3/60/440/900 rpm, slip ring
- 2—125 hp. 3/60/2200/900 rpm, squirrel cage
- 2—125 hp. 3/60/440/900 rpm, slip ring
- 1—100 hp. 3/60/2200/900 rpm, squirrel cage
- 2—100 hp. 3/60/2200/900 rpm, squirrel cage
- 4—100 hp. 3/60/2200/900 rpm, slip ring
- 2—75 hp. 3/60/440/900 rpm, slip ring
- 2—75 hp. 3/60/220/1200 rpm, squirrel cage



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FOR SALE—72-85" cookers, rolls, formers, cake presses and parts, accumulators-pumps, hull-packers, Bauer No. 153 separating units, bar and disc hullers, beaters-shakers, Carver linters, single box baling presses, filter presses, expellers, attrition mills, pellet machines, pneumatic seed unloader. If it's used in oil mill, we have it.—V. A. Lessor and Co., P. O. Box No. 108, Fort Worth, Texas.

OIL MILL EQUIPMENT FOR SALE—Used expellers and screw type presses, completely cleaned, overhauled, and rebuilt to your processing specifications with genuine new factory parts. Prices upon request.—Bowman Welding & Metal Works, 501 E. North Street, Decatur, Ill.

FOR SALE—Complete hydraulic oil mill less buildings. Mill equipped with power, three presses, cookers, formers, cake stripper, cutter and rolls. Cake mill, separating unit, beaters, protein machine, 10 linters, Martin lint handling equipment. Helm saw filer, press box, seed house equipment and oil tanks. Also two cotton gins with or without buildings.—Union Cotton Oil Co., Prague, Okla.

OIL MILL MACHINERY FOR SALE—85" high cooker—Everything for hydraulic press rooms—141 and 176-saw Carver linters—36" Chandler hullers—filter presses—26" and 36" Bauer Bros. Motor driven attrition mills—electric motors—screw conveyor and hangers.—Sproles & Cook Machinery Co., Inc., 151 Howell St., Dallas, Texas, Telephone PProspect 5958.

SALES & INSTALLATION Engineering Service for oil mills, feed mills, shelling plants. Two expeller oil mills, will move, or as is.—Oscar V. Shultz, Phone Dallas Milton 7-2366, Box 378, Farmers Branch, Texas.

NACOGDOCHES OIL MILL & REFINERY being liquidated—Carver 141 saw linters—Bauer Bros. cake mill and separating equipment—Continental double box baling press—junior votator—filter presses—boilers—large electric motors—pulleys.—Nacogdoches, Texas.

## Gin Equipment for Sale

FOR SALE—Cotton Gins, Compresses and Oil Mills. If buying or selling it is to your advantage to contact us. Only handle the best with the best price. Call, Write or Wire M. M. Phillips, phone Day or Night 5-8555, Box 1288, Corpus Christi, Texas.

FOR SALE—Four loose roll Commander Centennial 80 saw gins and condenser.—Phone 110, Centennial Ginners, Inc., Bennettsville, S. C.

FOR SALE—4-80 Continental gin plant, new Mitchell Special Super Units, new Lummus all-steel press, 6 cylinder M-M engine overhauled last season, all-steel machinery throughout, good frame ironclad building, modern residence, houses for crew. Located at Stegall, Bailey County, Texas in very large territory, part irrigated, more wells drilling, good rains and prospect good for capacity run of 6,000 bales or more. Price \$40,000, half cash, balance terms. Offered for limited time only. Contact owner—N. B. Embry, Mail Amherst, Texas or phone Littlefield 92242.

FOR SALE—3 Continental 80-saw model F2 direct connected brush gins complete and in good condition. Write Box "YA" c/o Cotton Gin and Oil Mill Press, Box 444, Dallas, Texas.

FOR SALE—1 Mitchell conveyor distributor for 3-80 gin. 1 3-cylinder Mitchell pre-cleaner. 1 40" cast iron Continental fan.—W. H. Ritchey, Hendricks, Okla.

10' CONTINENTAL triple saw bur machine, 6-cylinder 50" cleaner steel, 50" impact cleaner, for quick sale. 34' x 10' Fairbanks scale with steel for concrete deck and recording beam, new never been uncrated at a bargain.—H. C. Hunt, Gregory, Texas.

FOR SALE—Tower drier, like new, used one year. Bargain.—Santa Clara Gin, Rt. 4, Seguin, Texas.

FOR SALE—Four (4) eighty saw—DC—all steel Continental gin stands with extra mandrel all in excellent condition. One (1) 106 saw Carver delinter with 3 head Carver sharpener—ready to run.—Robert L. Dortch Gin, Inc., Scott, Ark.

FOR SALE—4-66 Mitchell feeders with cast iron ends, ball bearings. Saws and brushes in good shape \$50.00 ea. One 66" convertible Mitchell feeder, V-belts \$250.00.—J. O. Williams, Phone 100, Frost, Texas.

FOR SALE—A Bargain 5-66" press steel flat belt Drychell feeders \$100.00 ea. One big reel Murray dryer, used four years, \$1,000.00. All located at Ropeville, Texas, or J. O. Williams, Phone 100, Frost, Texas.

FOR SALE—Four-stand, all-steel Murray gin. Steel building; Mitchell super cleaners and one seven-drum cleaner; 21-shelf dryer; diesel power. Located Route 2, Little Rock, Ark. Phone 2-1486. M. L. Walt, Pendleton Route, Dumas, Ark.

FOR SALE—3 Continental 80-saw direct connected air blast gins complete with air blast fan, air blast pipe and fittings, and gin flues. Write Box "ZA" c/o Cotton Gin and Oil Mill Press, Box 444, Dallas, Texas.

FOR SALE—Gins: 4-80 DC Hardwicke-Etter with hot roll boxes, 5-80 DC Continental, F-3 Brush, 4-80 glass front Murray with new style rib and lint flue, 4-80 all steel Lummus. Feeders: 5-66" Super Mitchells with drier, 4-60" standard Mitchells with drier, 4-80 Lummus L.E.F., 4-80 big Hardwicke-Etter double V drive with 4-cylinder after cleaners. Condensers: 2-70" steel Lummus, 2-60" steel Continentals, 1-60" steel Hardwicke-Etter. Bur Machines: 2-14" steel Wichita. Separators: 2-50" Continental, 1-50" flat screen Hardwicke-Etter. Electric Motors: 1-75 h.p., 1-40 h.p., 1 drier blower.—Bill Smith, Box 694, Abilene, Texas, Phone 4-9626 or 4-7847.

FOR SALE—5/80 LH lint flue, 40" fan, 45" fan, hydraulic pump and ram, steel press sills, 100 h.p. electric motor 2300 volts, shafting, ball bearing stands and pulleys, Fairbanks scale scales, Fairbanks scale beam.—Burt Lomax, Ruston, La.

FOR SALE—3-80 all steel Continental gin stands V-belt brush driven with Hardwicke-Etter cleaner feeders, Continental air line cleaner belt distributor—also ball bearing line shaft belt pump—standard double box hydraulic press—Cameron trumper—P. A. 100 International power unit—all belts complete in good shape—ram and casing—good lint flue—all steel condenser that will fit 4-80—one 42 Phelps fan—a complete gin for \$3,850.00. First come—first served.—W. H. Lillard, Phones 20311-2-3-4-5, Fort Smith, Ark.

GINNERS—When in need of machinery or power call us first. We have many items of new and reconditioned equipment in stock ready for prompt shipment.—R. B. Strickland & Co., 13-A Hackberry St., Tel. 2-8141, Waco, Texas.

COTTON GINS FOR SALE—4-80 Continental gins, M.M. motor, \$40,000.00. Has loan of \$21,000.00, pay \$12,000.00 cash balance second lien to suit. Outlook good to gin 5,000 bales. 5-80 Murray gins, LeKoi motor, new 1951, \$75,000.00.—Phone 27802, Box 41, W. T. Raybon, Lubbock, Texas.

WE HAVE TEN 1948 model loose roll 80 saw Centennial air blast gin stands and 5 extra saw cylinders all in good condition for sale cheap, and would sell delivered.—Call Floyd Wilson, Manager, Edmonson Gin Cooperative, Edmonson, Texas, Phone 2201.

FOR SALE—2-80 saw Continental brush gins, steel frames, 4-80 saw Lummus air blast gins, steel frames, 1 thermo dryer-cleaner. All in good condition at bargain price. Will sell gin mandrels for replacing.—W. L. Thompson Co., Troy, Ala.

FOR SALE—One 60" Mitchell V-belt Super and one 53" Mitchell V-belt convertible. Will sell reasonable or swap for good trumper.—R. E. Evans, Charlotte, N. C.

FOR SALE—2-80 saw gins, conveyor, separator, condenser, No. 40 blower, trumper, baler, line shaft, all Continental. \$3,000.00 ready to load.—A. L. Luyat, P. O. Box 178, 22nd St., St. Petersburg 3, Fla.

FOR SALE—1951 Centennial gin—run two seasons, 4-90 stands, Super 66" Mitchells, steel press, tower dryer, 2 Mitchell heaters, Lummus Super-Jet lint cleaners, just installed 2 new Centennial bur machines and all gin electric power. Contact owner, Box F, Anton, Texas, Phone 2901.

FOR SALE AT SACRIFICE—Gullett up-packing steel bound press, with ram and pump. Two butane burning one million BTU dryers. All in good condition.—Farmers Gin Co., Inc., Waynesboro, Ga.

## Equipment Wanted

WANTED—One set of used platform scales, size 34 ft. or up.—Farmers Gin, Box 947, Hereford, Texas.

## Personnel Ads

WANTED—Oil Mill Superintendent—young man capable operating 100-ton Hydraulic Plant. Must be sober, reliable and have best references. Immediate employment.—Farmers Cotton Oil Company, Wilson, N. C.

WANTED—Cotton gin man to help repair and operate stands this season.—Apply Wharton County Gin Co., Wharton, Texas. Write P.O. Box 1180 or call Nos. 98 or 1745.

WANTED—Job as gin operator-manager—extensive experience as ginners and maintaining gin equipment. Desire year round work.—R. M. Douget, 425 North Sterling, Lafayette, La.

**SITUATION WANTED**—Young married man 27 years old with 7 years experience in cotton gin and fertilizer business desires year round job as gin manager, ginner, or in any related business. Sober, honest, and willing to work. More interested in opportunity and job with a future than starting salary. Write Box J.K.D. c/o Cotton Gin and Oil Mill Press, Box 444, Dallas, Texas.

**OIL MILL SUPERINTENDENT** now available for immediate connection. Over 25 years experience with hydraulic and screw presses. Wide experience in building and maintenance. Don't drink. Best of references.—N. H. Humphries, 200 E. McGaffey St., Roswell, N. M., Telephone 974-J.

**PRESENT OWNER** and operator of cotton gin, grain elevator, and cottonseed delinter where a crop failure is evident due to drought, desires a connection in similar line of work during the season. Middle aged, married, and in good health. Will consider going almost anywhere. Write Box "GJ" c/o Cotton Gin and Oil Mill Press, Box 444, Dallas, Texas.

## Power Units and Miscellaneous

**FOR SALE**—New and rebuilt Minneapolis-Moline engines, from 35 h.p. to 220 h.p., call us day or night for parts and service.—Fort Worth Machinery Co., 913 E. Berry St., Fort Worth, Texas.

**FOR SALE**—Le Roi 300 h.p. Butane or Natural gas engine, excellent condition.—Buzick-Nelms Gin Company, Monette, Ark.

**FOR SALE**—Skinner steam engine, size 16 x 16", 200 h.p., 225 rpm, excellent condition, price \$500.00.—Elmore Gin, Wynnewood, Okla.

**FOR THE LARGEST STOCK** of good, clean used gas or diesel engines in Texas, always see Stewart & Stevenson Services first. Contact your nearest branch.

**FOR SALE**—4 power units: 2 R-61 Climax 6-cylinder 150 h.p., 1 Waukesha 6-cylinder 125 h.p., 1 International Harvester PA 100 h.p., 1 Rust Bros. 1-row cotton picker less tractor \$1,000.00. Reason for selling have no operator. Mountings for Ford tractor engines, equipped for gas, butane or gasoline, all first class shape, need no work. Reason for selling need more power.—Phone 3698 or 2422, Manofsky Gin Company & Mill, Bay City, Texas.

**FOR SALE**—Shafts: 24" x 2-7/16"—17" x 2-7/16"—11" x 2-3/16". Steel pulleys: (1) 14 x 7" (1) 16 x 7" (1) 30 x 5" (2) 30 x 7" (1) 32 x 7" (1) 32 x 9" (1) 36 x 7" (1) 45 inch Stevesant fan. All in first class condition.—Phone 32 or 30, Wied Gin, Shiner, Texas.

**FOR SALE**—Finest selected re-conditioned ties and buckles, 11 1/2 ft. length 15/16 inches width, 30 ties and 30 buckles per bundle, weight 45 lbs. Price \$2.10 per bundle f.o.b.—Alex Crawford, Joanna, South Carolina.

## Missouri Senate Kills Ban on Mellorine

A Missouri bill which would have prohibited the use of vegetable oils in mellorine died in the Senate public health and welfare committee, according to the Missouri Cotton Producers Association which led an organized campaign against the measure. Backers of the bill have stated that they will try again at the earliest opportunity to secure enactment of such legislation.

W. P. Hunter, MCPA president, says that the loss of markets for cottonseed oils in the shortening field makes it doubly important to develop potential markets for cottonseed and soybean oils in frozen desserts. He says this does not necessarily mean less demand for dairy products; it simply means bringing the different products into line with prices consumers can afford to pay.

## Suitability of Varieties For Textiles Studied

"Comparative Suitability of Selected Varieties of Cotton for Six Textile Fabrics" is the title of a recent publication by the USDA Cotton Branch. William J. Martin and Ralph W. Plunkett are authors of the publication, which is designed to serve as a guide to cotton producers, marketing agencies and textile manufacturers.

## Seed Program Being Released June 21

Of wide interest to ginner and crushers is the announcement that the 1953-54 cottonseed support program is being released by the federal government on Sunday, June 21. While there are many rumors as to details of the program, no official information is available as this issue goes to press.

## Mellorine Bill Approved By Alabama Legislature

The bill permitting the manufacture and sale of mellorine in Alabama was passed unanimously by the Senate June 16. House passage occurred a week earlier and the Governor is expected to sign the bill soon. As passed, the bill would establish a definition and standard for mellorine, requiring not less than 10 percent fat, not less than 1.6 pounds of total food solids per gallon, not less than 8,400 units of vitamin A per gallon, and not less than 4.5 pounds per gallon.

Sale will be permitted only in factory filled packages of pints, quarts and half gallons. Each package shall be properly labeled and false or misleading advertising is prohibited. The act will become effective Oct. 1.

## Southwestern Peanut Shellers Convene

DISCUSSIONS of industry problems featured the tenth annual convention of the Southwestern Peanut Shellers Association, June 14-15-16, at the Baker Hotel in Mineral Wells, Texas. Subjects included grading and inspection, discussions of PMA programs, a report on the National Peanut Council and reports of officers and committees.

Officers of the association for 1952-53 were Earl Watts, Konawa, Okla., president; Roy Graham, Dallas, vice-president; and John Haskina, Durant, Okla., secretary-treasurer.

## T. H. Hopper To Be Chairman For Chemical Conclave

T. H. Hopper, New Orleans, will be general chairman of the regional conclave of the American Chemical Society, to be held in New Orleans at the Jung Hotel, Dec. 10-12.

The conclave is a combination of the

Southwest and Southeastern ACS regional meetings. It is planned particularly for the chemists and the chemical industry in the area extending from the Carolinas to Texas. The appointment of Hopper was announced by James A. Kime, chairman of the Louisiana Section of the American Chemical Society—the host group in New Orleans. Hopper is head of the analytical, physical-chemical, and physics division of USDA's Southern Regional Research Laboratory.

## Opportunity in Surpluses, Fertilizer Group Told

"Surpluses should not be dealt with as problems—but as opportunities," said True D. Morse, Undersecretary of Agriculture, at the June 15-16-17 meeting of the National Fertilizer Association at White Sulphur Springs, W. Va.

"Leadership needs frankly to admit failure to the extent that it fails successfully to move abundant production into use when there are unsatisfied needs in the U.S. and around the world," the Undersecretary said. He pointed to population growth, slowing down of farm production, high level of employment, improved governmental farm programs, cooperative handling of the cost-price squeeze, efficient farming and cutting production costs as signs that "farmers can go forward with confidence that farming will continue to give security and profitable employment for their families."

Louis Ware, chairman of the board of the association, said that this is a period of concern for the fertilizer industry because of war uncertainty, "the changed government in Washington having a more realistic approach to farm subsidies, surpluses and such problems," and continued expansion and changes in the plant food industry.

Russell Coleman, president of the association, spoke on "Fertilizer—a Double-Edged Sword." He said that by working with state and federal agricultural workers, the association "can use the fertilizer sword to attack the common enemy whether it be a shortage of food or an unmanageable surplus."

Charles A. Halleck, U.S. House of Representatives, spoke on "Under New Management in Washington," and panel discussions, "Efficient Water Utilization" and "Proper Use of More Fertilizer," were presented.

■ BARRON SMITH, manager, Magee Co-operative Gin, Magee, Miss., was among the speakers at the fourth annual cooperative workshop held at Mississippi State College recently.

## FOR SALE

At dealer's net cost, because of excessive stock, all or any part of the following brand new, ball bearing, slip ring type motors now in Dallas stock. Offered subject to prior sale.

2-400 HP, 720 RPM, 440-Volt, 60-Cycle, 3-Phase General Electric with starting equipment • 2-350 HP, 720 RPM, 440-Volt, 60-Cycle, 3-Phase General Electric with starting equipment • 1-300 HP, 720 RPM, 440-Volt, 60-Cycle, 3-Phase General Electric with starting equipment • 1-300 HP, 900 RPM, 440-Volt, 60-Cycle, 3-Phase General Electric with starting equipment and with short shaft for direct connecting only, or we will have standard length shaft placed in motor at slightly higher price • 1-200 HP, 720 RPM, 2300-Volt, 60-Cycle, 3-Phase Electric Machinery motor with starting equipment • 4-200 HP, 720 RPM, 440-Volt, 60-Cycle, 3-Phase Marathon motors with starting equipment • 1-200 HP, 900 RPM, 440-Volt, 60-Cycle, 3-Phase Westinghouse with starting equipment.

Address Inquiries to: "BOX DD"

c/o The Cotton Gin and Oil Mill Press, P. O. Box 444, Dallas, Texas.



*At Asheville, June 8-9*

## Melvin, Sitton Head Carolinas Crushers

■ **MANY** declared business program best ever. 1954 joint convention to be at Myrtle Beach.

A Baptist preacher who doubles as a teacher and counsellor in the art of human relations was the star performer on an exceptionally good business program at the joint convention of the North Carolina-South Carolina cottonseed crushers' associations at Asheville, N. C., June 8-9. The meeting was held at Grove Park Inn.

Following the final joint session Tuesday, the two associations held separate meetings to elect officers and transact other business. New president of the South Carolina association is A. J. Sitton of Pendleton, succeeding C. FitzSimons, Jr., Columbia. Mrs. Durrett L. Williams, Columbia, was re-elected secretary-treasurer.

North Carolina crushers selected W. T. Melvin, Rocky Mount, as their new president, succeeding J. Irvin Morgan, Farmville. J. T. Wright, Raleigh, the new vice-president, succeeds T. F. Bridgers, Wilson. Mrs. M. U. Hogue, Raleigh, was re-elected secretary-treasurer.

At the conclusion of the convention it was announced that the 1954 joint meeting will be held at Ocean Forest Hotel, Myrtle Beach, S. C. Dates are June 7-8, and the North Carolina group will be



### Photoviews of Carolinas Crushers Convention

■ **TOP**—Shown, reading from left, are W. T. Melvin, new North Carolina Association president; Mrs. M. U. Hogue, re-elected secretary-treasurer; and J. T. Wright, the new vice-president.

■ **SECOND FROM TOP, LEFT**—A. J. Sitton, new president of the South Carolina Association, is shown with Mrs. Durrett L. Williams, re-elected secretary-treasurer.

■ **SECOND FROM TOP, RIGHT**—S. M. Harmon, at right, secretary-treasurer of NCPA, Memphis, attended the Asheville convention. Shown with him, reading from left, are T. F. Bridgers, retiring North Carolina Association vice-president, and J. Irvin Morgan, retiring president.

■ **THIRD FROM TOP**—At left is C. FitzSimons, retiring South Carolina Association president. Others, reading from left, are Mrs. Durrett L. Williams; Clifford H. Hardy, Bennettsville, S. C., executive secretary, Carolina Ginners' Association; and Mrs. M. U. Hogue.

■ **BOTTOM**—Many ladies were at Asheville and, as usual, added much to the convention. Among them, reading from left, were Mrs. George Lennard, Wilson, N. C.; Mrs. George W. Rue, Jr., Augusta, Ga.; Mrs. John C. Bolt, Gray Court, S. C.; and Mrs. J. M. Mobley, Kershaw, S. C.



host for the 1954 session. Secretary-Treasurer Hogue suggests that reservations be made immediately.

Dr. George D. Heaton, pastor of Myers Park Baptist Church, Charlotte, N.C., brought the crushers a message on the importance of human relations in industry and gave the subject a dollars-and-cents treatment that made a deep impression on his listeners. Dr. Heaton, incidentally, is no novice in this field; he has helped work out better employer-employee relations with such industrial giants as DuPont, U.S. Rubber and others.

In any industrial or business organization, he said, whether it employs 25 or 25,000, the attitude of the hourly-paid employee determines the efficiency of management. Big concerns, he pointed out, spend millions to create better human relations and thus cement together the full complement of employees—from top to the very bottom—into a loyal, high-efficiency team working toward a common goal.

He listed as the basic principles of good human relations the following:

Keep the employees informed of what you are doing, and why; and spend money to get this job done. Remember, he said, forces are busy trying to keep your employees misinformed.

Devise a method by which you can maintain a constant stream of information flowing to employees. Tell them your problems, and do it honestly and in a simple manner.

Mold the attitudes of your employees. Give credit to every man for every job he does well. Praise first, then criticize. Show genuine interest in every employee and his personal welfare. For the oil mill, Dr. Heaton said, many of these responsibilities belong to the superintendent.

Help your employees and yourself, he said, by teaching them better ways to do their jobs. Finally, be a leader. "If people are not following you," he asserted, "you are not leading."

Another first-day speaker was A. H. Ward, a district agent for the North Carolina Extension Service. Ward said that in his opinion the two most momentous events in the history of the world were the coming of Christ and discovery of the American way of life. The Declaration of Independence, the American Constitution, and a belief in God made America great, and with those strong supports we built a country of free men.

Final speaker Monday was Dr. A. M. Altschul, head of the Oilseed Division of the Southern Regional Research Laboratory at New Orleans. The scientist underlined the need for employing chemistry and technology in the crushing industry by pointing to the rise of synthetic fibers and detergents. One, he said, is replacing cotton; the other fats. And, Dr. Altschul warned the crushers, the protein they are producing is not safe from competition. He mentioned urea and ammoniated molasses among cottonseed meal's newer competitors.

The pigments in cottonseed have presented the mills and the research people at the Laboratory with a particularly tough problem, Dr. Altschul said, but progress has been made in overcoming that problem. The Laboratory has been able to produce, on a limited scale, meal that can be fed in unlimited quantities to poultry and swine, and there is promise that we may find a way to produce this superior meal commercially. The

Laboratory is also making a study of refining methods in efforts to produce a higher quality oil.

Dr. Altschul pointed to our present surplus of cottonseed oil and asserted that new markets are needed to absorb it. He said the Laboratory is seeking ways to utilize cottonseed oil industrially.

The first speaker Tuesday said he thinks the next 18 months will provide the answer to the question of whether we are to be dominated by communism in this country. He was Col. Robert J. Putnam, on leave from Champion Paper and Fiber Co., Canton, N. C., who is now devoting his full time to warning businessmen and others of the danger of communism.

The communists, Col. Putnam charged, have made deeper inroads in this country than most people think, and he went on to assert that much of the so-called emergency legislation rushed through Congress in the early 30's followed the communist line. The basic struggle to-

day, he said, is between the Christian philosophy of love of God and the man and Marxism.

Final speaker was B. W. Barnard of the American Trust Company, Charlotte, N. C., who had as his subject, "Fear of Peace." Hitler and Mussolini, he said, feared peace, so they went to war. But war and preparation for war do more than take lives and destroy property—they bring currency devaluation which robs the people of their substance and builds a sense of false security.

The entertainment features of the Asheville convention included the annual banquet and dance Monday night; the golf tournament at the Asheville Country Club Monday afternoon; and a first-day ladies' luncheon and bingo game. The banquet speaker was Dr. John H. McSweeney, a retired Presbyterian minister, who mixed wit and humor with some excellent advice on how to live a fuller Christian life.



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In Lubbock, June 25-26-27

## Cotton Congress To Hear Many National Leaders

■ **BENSON, Fleming, Blake, Shaw and Durand will be among principal speakers. Ginners and crushers aid in plans for special tours and entertainment for visitors.**

**N**ATIONAL LEADERS in agriculture and the cotton industry will speak on the program of the fourteenth annual meeting of the American Cotton Congress at Lubbock, Texas, June 25-26-27. Ginners, cottonseed crushers and others of the South Plains are cooperating in plans for tours, exhibits and entertainment features which promise to make the 1953 Congress outstanding. The event, sponsored yearly by the State-Wide Cotton Committee of Texas, is being held in West Texas for the first time.

O. L. Byrd, president, Lubbock Chamber of Commerce, will deliver the welcome address at the opening session at 9:30 a.m. Thursday, June 25, in the ballroom of the Caprock Hotel. The invocation will be given by Dr. H. I. Robinson, First Methodist Church of Lubbock.

"Cotton's New Frontiers," theme for the 1953 meeting, will be the subject for the keynote address by Burris C. Jackson, Hillsboro, Texas, general chairman of the sponsoring committee.

Wm. Rhea Blake, Memphis, executive vice-president, National Cotton Council, will discuss "New Developments in Research and Education" at this morning session.

A noon luncheon sponsored by the Lubbock Kiwanis Club will have Dr. Byron T. Shaw, administrator, Agricultural Research Administration, USDA, as the principal speaker. "Opportunities in Farm Research" will be his subject.

Don L. Jones, superintendent, Texas Agricultural Experiment Substation, Lubbock, will be chairman of a panel discussion opening the Thursday after-

noon session. "High Plains Cotton Production, Ginning and Utilization" will be discussed by a panel consisting of Levon L. Ray, assistant agronomist, Elmer B. Hudspeth, agricultural engineer, W. L. Owen, entomologist, Ernest L.



**WM. RHEA BLAKE**  
Will Review New Developments

Thaxton, Jr., assistant agronomist, and John Box, irrigation engineer, all of the Lubbock Substation; Fred C. Elliott, College Station, Texas Extension cotton work specialist; and Dr. Lyle E. Hessler, research associate, Texas Technological College.

A tour of Lubbock, Texas Technological College and a solvent oil mill will leave the Caprock Hotel at 4 p.m. in air conditioned buses provided by the Plains Ginners' Association.

Lubbock Cotton Exchange will be host at a dinner Thursday at 7:30 p.m. Lamar Fleming, Jr., Houston, president, Anderson, Clayton & Co., will discuss the world cotton situation at the dinner, presenting information obtained on a foreign tour which he completed this month.

Friday morning's session will open at 9 a.m. with Dean Charles N. Shepardson, Texas A. & M. College, presiding.

"Recent Trends in the Domestic Off-Take of Cotton" will be discussed by Dr. M. K. Horne, Jr., Memphis, chief economist, National Cotton Council.

Dr. L. H. Hance, president, Institute of Textile Technology, Charlottesville, Va., will present a timely discussion; and A. L. Durand, president, Chickasha Cotton Oil Co., Chickasha, Okla., will review new problems in the crushing industry.

E. D. White, deputy director, Mutual

Security Agency, Washington, will discuss foreign markets for American cotton at this session.

A second tour, also in complimentary buses provided by the Plains Ginners' Association, will leave the hotel at 1:30 p.m. Friday, visiting the Texas Experiment Substation, a modern gin and other points of interest in the area.

The three cotton oil mills which have made Lubbock the nation's leading cottonseed processing center will be hosts Friday at 7 p.m. at a complimentary barbecue at the Plains Cooperative Oil Mill.

Saturday's sessions will be held on the campus of Texas Technological College, with Tech President E. N. Jones presiding at the session opening at 9 a.m. in the new Student Union Building.

Machinery and equipment used in cotton production on the High Plains will be discussed by Ira L. Williams, Tech agricultural engineering department; and L. E. Parsons, textile engineering department, will discuss cotton utilization and testing equipment that is in operation. Visitors will have an opportunity to see both types of equipment on display in and around the Textile Engineering Building.

At 11 a.m. the group will go to the college gymnasium to hear a major address by Secretary of Agriculture Ezra Taft Benson, Washington.

The Congress will adjourn Saturday afternoon following inspection of the extensive exhibits.

Gibb Gilchrist, College Station, is chairman of the program committee; L. T. Murray, Waco, chairman of the arrangements committee; D. T. Killough, College Station, in charge of exhibits; and K. Lanse Turner, Lubbock, is handling the publication and distribution of Congress addresses.

### • Model Gin Given to National Museum

SMITHSONIAN INSTITUTE in Washington now has on permanent exhibit the miniature cotton gin, built by the U.S. Cotton Ginning Laboratory, Stoneville, Miss., which has been displayed recently at the Midsouth Gin Supply Exhibit in Memphis and the Texas Cotton Ginners' Association convention in Dallas. The national museum requested permanent possession of the model gin after it was placed on public display by USDA during the National Cotton Week. The May 23 issue of The Cotton Gin and Oil Mill Press contained a picture of Secretary of Agriculture Ezra Taft Benson and others examining the gin at the USDA exhibit.

The gin is a replica of a modern four-stand gin. It is equipped with all the drying and cleaning machinery usually installed in an up-to-date gin plant. In addition it contains a model of the automatic sampler developed by the Stoneville Laboratory staff of the Cotton Branch.

Charles M. Merkel, engineer in charge at the Stoneville Cotton Ginning Laboratory, designed the model gin. Its construction was carried on under the direction of G. N. Franks, an engineer at the Stoneville Laboratory. The gift to the Smithsonian Institute was made in the name of the U.S. Ginning Laboratory.



**LAMAR FLEMING, Jr.**  
To Discuss World Situation

## • C. H. Fisher Awarded Honorary Degree

C. H. FISHER, director, Southern Regional Research Laboratory, New Orleans, was awarded the honorary degree of doctor of science June 2 by Tulane University. His citation for the university honor read as follows:

"As a teacher, research chemist, and administrator of research, he has served science and the nation well. He has been a pioneer in the development of new plastics and synthetic fuels, and a far-sighted director of governmental research in improved utilization of agricultural crops. His many publications and patents have brought him world renown among chemists. As Director of the Southern Regional Research Laboratory of the United States Department of Agriculture, he has distinguished himself by his scholarly approach to practical problems, by his courageous advocacy of new techniques and new concepts for furthering agriculture in our region, and by his devotion to the advancement of the teaching of science."

## Railroads Propose Changes In Shipping Charges

The Southwestern Freight Bureau is proposing to cancel certain truck-competitive rates on cottonseed cake and meal from Mississippi to North and East Texas points (Proposal 64330). At present, cake or meal can move from Greenville, Miss., to Neosho, Mo., at 39 cents per 100 pounds plus 15 percent surcharge. This rate applies to intermediate points and has been used to move significant quantities of cake and meal to Texas points.

If the railroads' proposal is adopted, cake or meal would carry the class rate of 55 cents per 100 pounds plus 15 percent surcharge. On the shipment from Greenville to Ft. Worth, for example, this would mean an increase in freight of about \$4 per ton.

The matter has been set for hearing on the July docket which will be taken up at St. Louis (Century Building) beginning July 13. It is expected that a public hearing will be held either July 13 or July 14.

## • Mellorine Defined In Oklahoma Law

OKLAHOMA'S House and Senate have passed House Bill 870 which defines "mellorine" and "mellofreeze" as follows:

"Mellorine means the pure, clean, frozen product made from the combination of two or more of the following ingredients: milk products, edible fat (other than butterfat), eggs, water, fruit, salt, nuts, chocolate or cocoa, and sugar with or without added stabilizer compound of wholesome edible material. It contains not more than one-half of one percent by weight of stabilizer, not less than six percent by weight of vegetable fat or other fats, excluding butterfat, and not less than 10 percent by weight of total milk solids. In no case shall any mellorine contain less than 1.3 pounds of total food solids per gallon and weigh not less than 4.5 pounds per gallon. Said product shall carry a label identifying it by its common name, and in script of equal prominence with Mellorine the

generic type of edible fat or fats (exclusive of milk fat) contained in said product. As a further standard of identity, when mellorine is packaged in containers of greater than one-half gallon in content it does not contain color or any characterizing flavor.

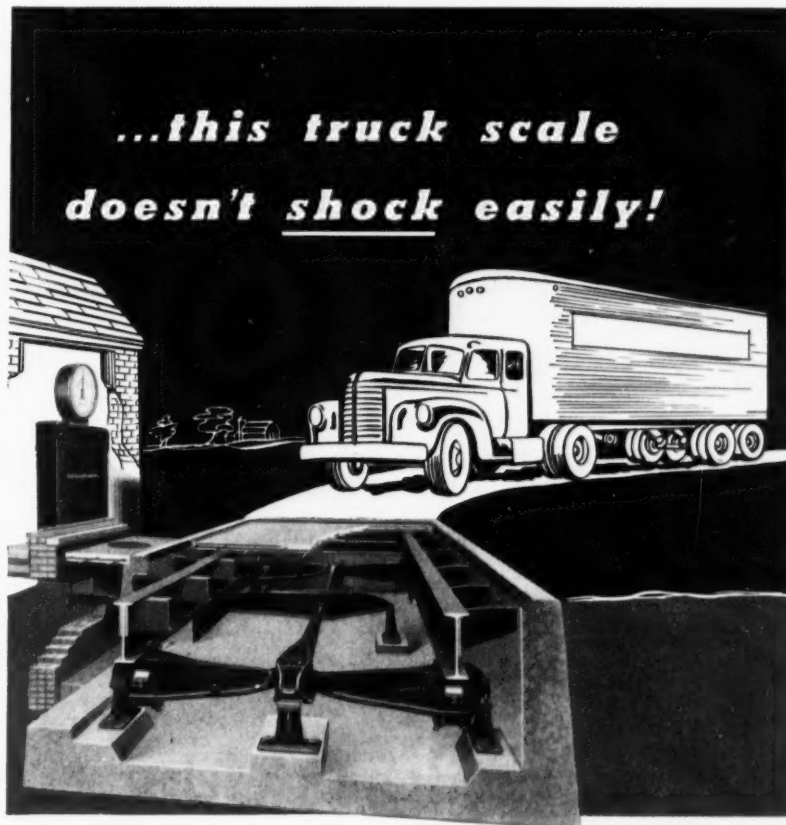
"Mellofreeze conforms in all respects to the definition and standard of identity for mellorine except that it contains not less than 3.25 percent of vegetable fat or other fats (excluding butterfat), and not less than 7.75 percent total milk solids not fat (serum solids). Mellofreeze contains not less than 1.3 pounds of food solids per gallon and weighs not less than 4.5 pounds per gallon. When mellofreeze is packaged in containers of greater than one-half gallon in content it does not contain color or any characterizing flavor."

## Drouth Threatens Cotton In Six Mexican States

Heavy rains throughout Mexico raised hope earlier this month that the worst drouth in 50 years had ended, as six agricultural and cattle raising states in Northern Mexico faced the loss of much of their cotton crop.

Early estimates placed the northern crop at 1.5 million bales. The prolonged drouth had cut estimates to 800,000 bales.

The Mexican government is spending \$5 million to meet the crisis. The rainy season, normally underway in Mexico by mid-May, had produced only scattered thundershowers until the mid-June rains fell. Water rationing has been in effect in several sections.



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# Research BRIEFS

## Mr. Eisenhower and Research

■ The first visit of an American President to Beltsville to examine progress in agricultural research got a big play in the press, but its significance was largely overlooked. The Eisenhower stop, although made enroute to a favorite presidential golf course at Burning Tree, Md., was carefully timed by agricultural leaders to coincide with consideration on Capitol Hill of research appropriations for the new fiscal year. The National Cotton Council did not miss the pitch.

"It is hoped," the Council commented frankly, "that the President's visit will add impetus to the drive to have research budgets increased by Senate Appropriations Committee."

TO GUARD against food poisoning, USDA scientists advise, avoid "the mistaken belief that once food is cooked it will keep for hours, even in a warm place." Advice of bacteriologists is to keep such food either chilled, or very hot, rather than at a warm in-between temperature.

## More Texas Watershed Research Hinges on Congress Debate

■ Research that could be of surpassing importance to Texas, the South, and the nation, hinges on the outcome of debate on Capitol Hill. At issue is legislation proposed by Reps. Poage of Texas and Hope of Kansas to start 50

new "pilot plant" upstream conservation projects. Idea is to put more emphasis on flood prevention on farms where the rains fall, at the same time improving the land by better control and use of water. Agricultural leaders are now practically unanimous in agreement that more money should be spent in this fashion; and less, if necessary, on big dams along mainstreams where it is suspected millions have been spent fruitlessly in efforts to control floods.

Purpose of the \$5 million being asked in the Poage-Hope bill would be to determine whether more widespread and intensive work on small watersheds would pay off. Three of the experimental areas, where the new work would be carried out, are in Texas. They are Calaveros Creek in Bexar and Wilson counties, Escondido Creek in Karnes county, and Green Creek in Erath county.

The watershed work had been approved by the lower house of Congress, but, as this issue went to press, was encountering opposition in the Senate. Big question remaining was which side of Capitol Hill would prevail when the two houses got together in conference for final consideration of the bill. In Washington, as of mid-June, it looked like a dead heat.

THE WHITE of the egg is being dissected by farm scientists seeking better answers to life processes. Besides eight identified body-building proteins, egg white is thought to contain two that are as yet unknown.

## New Tests for Fiber Damage

■ A scientist at USDA's big research farm in Beltsville, Md., has developed tests for measuring cotton fiber damage, following harvest that promise to be a boon to the industry. The researcher, Dr. Paul Marsh, started out by trying to find out more about the relation of microbes to the problem of cotton deterioration. Subsequently, his

## Council Meeting Set For February 1-2

The sixteenth annual meeting of the National Cotton Council of America has been scheduled for February 1-2, 1954, at the Biltmore Hotel, Atlanta, according to Harold A. Young, North Little Rock, Ark., president.

work led to a general attack on the problems of deterioration. It is now believed that he has evolved a series of practical, easy-to-make tests that can give mills "the word" on extent of fiber damage, if any. Marsh's technique includes use of chemical analysis, microscopic study, centrifuge tubing, and a machine for shaking fiber, among other things. His methods, it is reported, also have resulted in an improved way to measure wall thickness of cotton fiber.

RESEARCH PEOPLE in Washington now figure Congress will appropriate about \$2 million more for farm research in the new fiscal year than was voted last year. Some of the funds would be spent on additional cotton work.

## Southern Lady a Research Whiz

■ Only woman to receive USDA's Distinguished Service Award this year is a Southern scientist, born in Waco, and a graduate of Baylor. She is Dr. Allene R. Jeanes, a chemist now serving with the department's research laboratory in Peoria, Ill. Her award, officially described as being for a "major contribution to national defense," was for work on dextrans as substitutes for blood plasma. Without her discoveries, say officials, the department's large research program on dextrans would have been impossible. Dr. Jeanes was one of seven persons to receive the award, the highest given by USDA.

NOW IS the time, it says here, to figure out what you would do if you got lost in the woods. Here's the advice of the Forest Service: don't panic. Instead, sit down and relax; try to figure it out. When you move, always go down hill. Follow a stream, fence or wall, because they often lead to a river, lake, house, or road that may get you somewhere.

## Ed Barrentine Is Killed In Automobile Crash

S. E. (Ed) Barrentine, an employee of John E. Mitchell Company, Dallas, was killed in an automobile accident June 10 while he and O. D. Patterson, also an employee of the Mitchell Company, were traveling on a special business assignment near Montgomery, Ala. Patterson suffered minor injuries.

Barrentine, who was born in McCrory, Ark., was 43 years old. He is survived by his wife; a brother, Moody L. Barrentine, Memphis; three sisters, Mrs. Sam J. Howell, Jonesboro, Ark., Mrs. Weldon Huskins and Mrs. C. M. King, and his mother, Mrs. Mattie L. Clark, all of Dallas.

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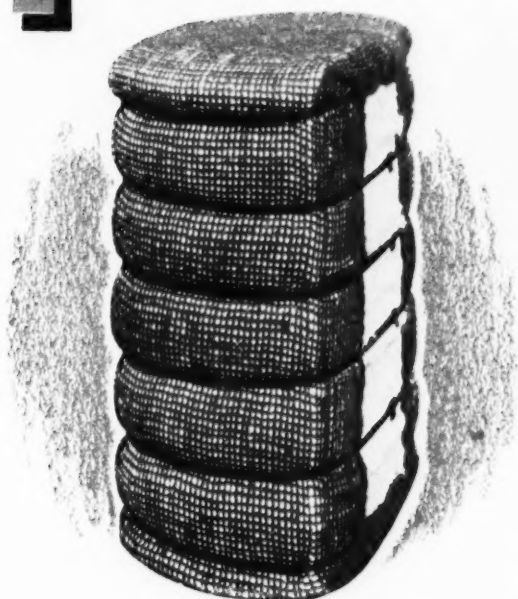
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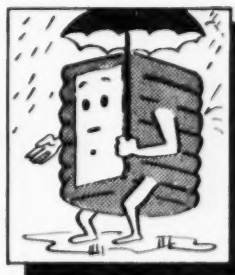
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PAST PRESIDENTS of Texas Cottonseed Crushers' Association are shown here, with their guests, at the June 7 luncheon during the annual convention in Houston.

### Texas Crushers

(Continued from page 16)

Oil Company; D. B. Denney, Wolfe City, Ne-Tex Co-operative Oil Mill; T. J. Harrell, Fort Worth, Traders Oil Mill Company; A. J. Mills, Stamford, Rule-Jayton Cotton Oil Company; G. A. Simmons, Lubbock, Lubbock Cotton Oil Company; W. B. Vaughan, Fort Worth, Kimball-Norris Mills; and J. Carlyle Newberry, Gonzales, Gonzales Cotton Oil & Manufacturing Company. Judson C. Womble, Caldwell, Womble Oil Mill Company, was elected to the board. Fox will serve as chairman of the group, and the new vice-president also is a member of that body.

The convention was called to order Monday morning by E. T. Harris, Houston, Swift & Company Oil Mill, and following the invocation by the Rev. Arthur Stevens Knapp, rector, Trinity Episcopal Church in Houston, John Stephens, executive assistant to the mayor, made the address of welcome. A response was given by Fox.

The convention was formally opened by Barbee, who introduced Secretary Whetstone. The secretary presented the "Log of the Voyage," using slides to illustrate his well arranged and interesting report of committee work. In concluding his report, Whetstone made use of the convention's theme, a nautical journey, to sum up the year's work. Progress was made, he explained, through membership, shipmates, seamanship, fellowship, friendship, leadership, craftsmanship, stewardship, guardianship, kinship, relationship and citizenship.

Barbee, presenting the annual address of the president, discussed possible outlets for agricultural surpluses. "It is generally conceded," he said, "that a domestic price level, based on 90 percent of parity for U.S. agricultural production, places our agricultural products out of line in foreign trade.

"If we are intent in keeping our full agricultural factory in production and our tillable soils fully utilized," he continued, "there seem to be only three alternatives: (1) we must revise trade barriers and reduce our prices on farm

commodities to where our surpluses will be competitive in foreign trade; or, (2) be forced to give away our agricultural surpluses through one device or another; or (3) further build up costly and burdensome surpluses beyond their present large proportions."

Barbee concluded, "It seems inevitable that we must either find a foreign market for our surplus agricultural products or reduce production to our domestic needs. If the course is taken to reduce production to our domestic needs, then our outlook, as an industry completely dependent upon agriculture for our raw material, is certainly not a bright one."

An address by Read P. Dunn, Jr., Washington, director, foreign trade division, National Cotton Council, which is printed beginning on Page 14 of this issue, concluded Monday's program.

On Tuesday Agricultural Director Spencer presented a "Log of Texas Agriculture." He pointed out that in keeping the industry strong, Texas crushers are dependent upon the farmers who grow raw materials. He listed five factors which influence the farmer's ability to produce—weather, insects and diseases, money, acreage control and know-how. To help them do a better job, Spencer pointed out, it is necessary to understand the farmers' problems, find the answers, get the answers to them and encourage programs that will get good practices into successful use rapidly.

Don L. Jones, superintendent, Texas Experiment Substation, Lubbock, discussed "What Research Is Doing To Strengthen Cotton Production." He listed some of the major advances in cotton research in recent years. "The storm-proof boll type of cotton probably is the most significant piece of cotton breeding that has happened in years," he said. Jones added that improvement has been made in length, grade and oil yield as well as in resistance to bacterial blight. Another important asset, the Experiment Station man pointed out, is the low-cost power driven stripper, which is in use in the Plains area.

J. Evetts Haley, director, Institute of Americanism, Lubbock, delivered an address titled "Political Policy—in De-

fault on Principle." "The dilemma facing the administration," he said, "seems to be that of political survival versus national solvency, which is of course synonymous with survival." Haley urged drastic cutting of the national budget and immediate reduction of taxation and said that the nation is heading for bankruptcy unless something is done.

Haley attacked government intervention in the field of Mexican labor, calling it "an outrageous spectacle of government using its authority over immigration to usurp the rights of the individual worker and the farmer." Haley continued by saying, "The deep significance of this business is not its effect on the production of cotton, but its indication of the erosion of character."

T. H. Gregory, Memphis, executive vice-president, National Cottonseed Products Association, in discussing the outlook for 1953-54, pointed out that the most important matter confronting the industry at present is price supports for cottonseed. Gregory said, "It is conceivable that the actual loss under this program may reach \$100 million." Looking at another side of the picture, the NCPA executive pointed out that the support program has had disastrous effects upon the markets for cottonseed products. Further, he said, "The support program has stimulated competition from imported as well as domestic commodities."

Gregory continued, "There are, as I see it, two methods of dealing with this problem. One is to develop substantial and continuing export trade in edible fats and oils. Frankly, this route does not appear too encouraging. There are many areas of the world where our edible fats and oils could be used to good advantage. However, lack of purchasing power or of dollars prevents such areas from becoming effective buyers. I believe we should make every effort to build up our export trade in oilseeds and in fats and oils, but it seems probable that such trade will, for some time to come, take only a small part of our production.

"The second method of dealing with the problem of surplus edible fats and oils is by reducing production. To avoid



any misunderstanding, it should perhaps be stated that your national association has never approved artificial restraints upon production. Such restraints have never worked satisfactorily and actually serve to aggravate rather than to solve the problem."

The NCPA official added, "We can expect a compulsory reduction in cotton production in 1954. On the basis of present supplies and demand for cotton lint and cottonseed products, it is apparent that production should be reduced this year. Instead, farmers will produce all that weather, labor and other productive factors will permit. Why is this so? The fact is that price support of cotton at 90 percent of parity yields most farmers a good profit, and they would be foolish not to produce as much as possible under such circumstances."

"The same thing has been true in wheat and that is the reason we have a surplus of that commodity. Support of soybeans at 90 percent of parity has been a major factor in the expansion of that crop and, if continued, will next year encourage the shifts from acreage-controlled crops, referred to previously. (Soybean acreage cannot be controlled under present law without a two-thirds affirmative vote of producers. Under the circumstances, it seems unlikely that such a vote would be forthcoming.)"

"Rigid price support at 90 percent of parity," Gregory said, "not only encourages the production of surpluses but it discourages consumption. We have seen that happen this season in cottonseed products which have been priced above their market value. It is this rigid support as levels in excess of what the market will willingly pay that is responsible for the present unhappy situation. I recognize that it is considered unpopular for an industry representative to comment critically on the 90 percent of parity idea. Anyone so doing is usually charged with being an enemy of the farmer. That, of course, is not so. "The cottonseed industry need apologize to no one for the service you have

rendered the farmer and the sincere interest you have taken in his problems. You have provided the farmer with a market for his cottonseed which otherwise has no monetary value. Individually and through your state and national associations you have sponsored and financed research, product promotion and other activities that have been worth millions of dollars to the farmer. I am not suggesting the industry has done these things on the basis of pure altruism. It has done them because it was good business to do so. Good business for this industry has proven to be good business for the farmer, and vice versa. Both are prosperous or depressed together."

"Having demonstrated their sincere interest in agricultural progress, members of this industry have a responsibility to explain to farmers what is happening under these price support programs. The accumulation of cottonseed products and the destruction of cottonseed product markets have already been discussed. CCC has acquired some 2 million bales of cotton from the 1952 crop and seems likely to accumulate large supplies from the 1953 crop."

"Accumulation of the grains from this year's crops, added to present stocks, are expected to exceed storage capacity. And still the surpluses pile up. Actually, as the Secretary of Agriculture has pointed out, all of the federal agricultural programs are being brought into disrepute by these rigid price supports, and those who insist upon their continuance, regardless, are making an unfortunate mistake, the costs of which will eventually fall on the farmer," Gregory concluded.

The business sessions were closed with reports by Traffic Director Byars, Secretary Whetstone and Treasurer Wallin and the election of officers.

At this time also, retiring President and Mrs. Barbee were presented with a silver service by the membership, with G. A. Simmons making the presentation.

Entertainment features on Sunday included the Past Presidents' Club luncheon and a "shore party" beside the Shamrock pool. The ladies' luncheon was held Monday with entertainment furnished by musicians from Texas A. & M. College. The golf tournament took place Monday afternoon at the Houston Country Club, and the "Captain's Dinner and Dance" were held at the Shamrock Hotel Monday night. Each lady was presented with a corsage by the association.

## • Chemists To Hold Short Course

THE AMERICAN Oil Chemists' Society fifth annual short course will be held at Texas A. & M. College, College Station, July 27-31. Dr. J. D. Lindsay, head of the school's department of chemical engineering, is short course chairman.

The five-day meeting will deal with engineering aspects of oil seed processing, subdivided into such topics as extraction, deodorizing, statistical methods and quality control, instrumentation, heat transfer, corrosion and filtration.

## USDA Policies Outlined At Fertilizer Meeting

"We shall not scrap the present farm programs until we have something better," Assistant Secretary of Agriculture J. Earl Coke told 500 representatives of fertilizer manufacturers at the American Plant Food Council convention June 11-14 at The Homestead, Hot Springs, Va.

Coke, discussing USDA present and future policies, said:

"First of all, we are committed to greater emphasis on research and education.

"Second, we believe there should be greater integration in research by private and public agencies, and we need to tie together these efforts.

"Third, it is a policy in this administration to decentralize government functions. The land-grant colleges with their vast resources in each state and their reputation for objectivity can certainly assume a much greater role in the development of farm programs.

"Fourth, our agricultural policy will emphasize greater development of both domestic and foreign markets for farm products.

"Fifth, we are for more conservation, not less. In that connection we recognize that complete conservation planning requires more than structures to prevent erosion. Those practices which help hold the soil in place are an essential part of the plan. This includes applying mineral elements to make possible the establishment and adequate growth of soil-conserving crops.

"Sixth, there must be maximum freedom for individual farmer action."

## Annual Report Published

"Serving Georgia Through Research," 1952 annual report of the Georgia Experiment Stations, has been released by the University of Georgia, Athens. The booklet lists publications, projects and personnel as well as presents a financial statement for the year.

MARY is a mighty popular name with leaders of Texas Cottonseed Crushers' Association. This picture shows, l. to r., Mary Fox, wife of President J. H. Fox; Mary Tull, wife of Vice-President R. P. Tull; and Mary Whetstone, wife of Secretary Jack Whetstone.



# CALENDAR

## Conventions • Meetings • Events

- June 25-26-27 — Fourteenth Annual American Cotton Congress, Lubbock, Texas. Sponsored by Statewide Cotton Committee of Texas. Burris C. Jackson, Hillsboro, general chairman.
- July 7-14—Alabama Schools for Gin Operators. July 7, Continental school for North Alabama ginners, Klein's Creamery Auditorium, Cullman. July 9, Continental school for South Alabama ginners, County Activities Building, Troy. July 10, Lummus school for all Alabama ginners, Lummus factory, Columbus, Ga.

July 14, Murray school for all Alabama ginners, City Hall Auditorium, Enterprise. For information write Lawrence Ennis, Jr., Auburn, Ala., secretary, Alabama Cotton Ginners' Association.

- August 20-21—American Soybean Association annual convention. Hotel Jefferson, St. Louis, Mo. Geo. M. Strayer, Hudson, Iowa, secretary-treasurer.
- October 28-30—Seventh Annual Belt-wide Mechanization Conference, Gadsden, Ala. For information write National Cotton Council, P. O. Box 18, Memphis 1, Tenn.
- Dec. 10-11-12—American Chemical Society regional conclave. Jung Hotel, New Orleans. T. H. Hopper, Southern Regional Research Laboratory, 2100 Robert E.

Lee Boulevard, New Orleans, general chairman.

1954

- Feb. 1-2—National Cotton Council of America, sixteenth annual meeting. Atlanta, Ga. Wm. Rhea Blake, P. O. Box 18, Memphis 1, Tenn., executive vice-president-secretary.
- March 29-30—Valley Oilseed Processors Association annual convention. Buena Vista Hotel, Biloxi, Miss. C. E. Garner, 1024 Exchange Bldg., Memphis, Tenn., secretary.
- April 5-6-7—Texas Cotton Ginners' Association annual convention. State Fair Grounds, Dallas, Texas. Jay C. Stille, 109 North Second Ave., Dallas, executive vice-president.
- April 12-13-14—American Oil Chemists' Society spring meeting. Plaza Hotel, San Antonio, Texas. Mrs. Lucy R. Hawkins, 35 East Wacker Drive, Chicago, Ill., executive secretary.
- May 7-11—National Cottonseed Products Association annual convention. Shamrock Hotel, Houston, Texas. S. M. Harmon, 19 South Cleveland St., Memphis, Tenn., secretary-treasurer.
- June 2-3-4—Tri-States Oil Mill Superintendents' Association annual convention. Hotel Buena Vista, Biloxi, Miss. Roy Castillow, Southern Cotton Oil Co., Little Rock, Ark., secretary-treasurer.
- June 7-8—North Carolina Cottonseed Crushers Association-South Carolina Cotton Seed Crushers' Association joint annual convention. Ocean Forest Hotel, Myrtle Beach, S. C. Mrs. M. U. Hogue, P. O. Box 747, Raleigh, N. C., secretary-treasurer. North Carolina association; Mrs. Durrett L. Williams, 609 Palmetto Bldg., Columbia, S. C., secretary-treasurer. South Carolina association.
- Oct. 11-12-13—American Oil Chemists' Society fall meeting. Radisson Hotel, Minneapolis, Minn. Mrs. Lucy R. Hawkins, 35 East Wacker Drive, Chicago, Ill., executive secretary.

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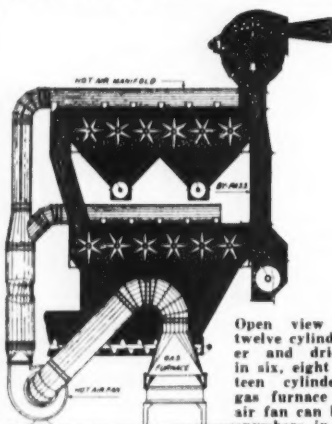


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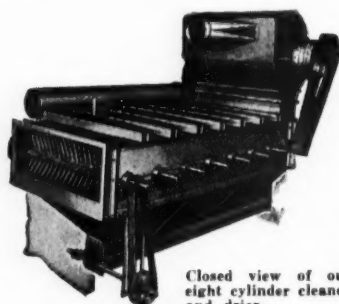
## STACY COTTON CLEANER AND DRIER



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Closed view of our eight cylinder cleaner and drier.

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## Alabama To Have Gin Schools

FOUR SCHOOLS for gin operators are scheduled to be held in Alabama in July, according to Lawrence Ennis, Jr., Auburn, secretary of the Alabama Cotton Ginners' Association. The Continental Gin Company will hold two sessions, and the Lummus Cotton Gin Co. and the Murray Company of Texas, Inc., will each hold one school. Secretary Ennis points out that these are the first gin operators' schools to be held in Alabama, and he urges gin owners to send operators to the appropriate school.

Dates and places are as follows:

Continental Gin Company school for North Alabama ginners, Klein's Creamery Auditorium, Cullman, Tuesday, July 7, 9 a.m.

Continental Gin Company school for South Alabama ginners, County Activities Building, Troy, Thursday, July 9, 9 a.m.

Lummus Cotton Gin Co. school for all Alabama ginners, Lummus factory, Columbus, Ga., Friday, July 10, 9 a.m.

The Murray Company of Texas, Inc., gin school for all Alabama ginners, City Hall Auditorium, Enterprise, Tuesday, July 14, 9 a.m.

Ennis says that while the instruction will be aimed at operators, owners are welcome at the sessions, too.

# Do You Need a Beltwide Mailing List of Cotton Gins?

Below are details about lists of cotton gins that we have available for direct mail use:

State	Number of Names	Price
Arkansas	814	\$25.00
Louisiana	389	
Mississippi	990	
Missouri	170	
Tennessee	363	

The above lists are bound together in book form (Mid-South Edition). Each state list is arranged alphabetically by counties, shows the gin name and address, with the name of the owner or manager.

Arizona	101	\$25.00
California	220	
New Mexico	55	
Texas	1785	

The above lists are bound in book form (Southwest Edition). The Texas list gives gin name and address, with name of owner or manager. The other state listings show gin name and address only.

Alabama	678	\$ 7.00
Georgia	534	\$ 6.00
North Carolina	470	\$ 5.00
Oklahoma	406	\$ 4.00
South Carolina	508	\$ 5.00
Virginia	24	\$ 1.00
Illinois	3	
Kentucky	5	

The above lists are mimeographed on 8½" x 11" sheets, showing gin name and address only. These are available separately.

## The Cotton Gin and Oil Mill Press

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## What Lies Ahead

(Continued from page 14)

maintain a high level of exports of cotton products in the future?

If we don't maintain a fairly high level of exports it will be very difficult to maintain a prosperous agriculture. Right now we are faced with taking 10 million acres out of cotton production and probably 20 million acres out of wheat production. What is going to happen to those acres? Everyone in the cottonseed crushing industry knows the problem of the livestock industry and realizes that there is not much opportunity for using those acres for feed crops. With the present congestion in the oil markets, it wouldn't be very practical to use much of this acreage

for soybeans. Some of it might be put in the cultivation of the more intensive crops like fruits and vegetables, but these crops do not involve large acreages.

There is no doubt about the need for most of these agricultural commodities in the rest of the world. The figures show that the per capita consumption of textiles on a world basis is now about equal to the prewar level but that is because countries like the U.S. and Canada and one or two others are consuming much more per person than ever before. On the other hand, half of the world's population is not nearly as well off as it was before the war. The people in the thickly populated areas of Asia and the Far East have only two-thirds to three-fourths as many clothes as they had before the war. World consumption of cotton would have to be

three to four million bales higher than it is at the present time to give these people the same amount of clothing they had before World War II. This is after allowing for the increase in rayon production.

About the same thing is true in fats and oils. On a world basis the figures indicate that the per capita consumption is about recovered to the prewar level. However, a large part of the population is still eating less than prewar. In general the people that are going naked are also going hungry.

The same thing is generally true for protein concentrates. The supply is much lower than normal on a per capita basis. In fact, there has been a critical shortage of those concentrates on a world basis. There has been a noticeable shift to substitutes such as root crops, but it is doubtful if the substitutes are as satisfactory.

It is also true that these markets are rather elastic. By that we mean that the consumption of clothing and fats and oils and proteins goes up as income goes up. That is not true with everything. Consumption of bread, for instance, does not change very much. As people improve their purchasing power with higher income, they improve the quality of diets. When they do, they usually add more fats and proteins, certainly up to a limit. The same is true with clothing and especially noticeable in low income groups. There is a natural desire everywhere for people to do this. Also, we know it is possible to encourage this desire in foods just as it is to encourage people to have a better wardrobe—to use and wear more clothes.

What then is the trouble? Fundamentally it is a problem of purchasing power. The root of the problem is the low purchasing power of the individuals in the so-called raw material producing countries of the world. England, Japan and the other big textile producing countries are using less cotton than they had a year ago and considerably less than prewar because they are not able to sell as much yard goods to the people in the Far East in Asia and Africa and other places. The main reason, as we pointed out before, is that the population has increased to where they are consuming what they are producing and have nothing left to exchange for textiles. The Asians cannot buy textiles from the Europeans as they can't supply them with fats and oils. Europe can't buy any more cotton from us until Europeans can find a larger market for their goods. The people that lost their jobs in the textile factories or who are producing very little themselves haven't the money to buy any more of our fats and oils. The farmers can't afford to buy our cottonseed meal for their cattle because the people to whom they sell their butter, cheese and meat can't afford to pay the extra price for such concentrates. Of course, that's over-simplified, but that is the real cause of the difficulty.

The dollar exchange is not the most serious aspect of the problem at the present time. As a result of the Marshall Plan, military expenditures and improved economic conditions, the rest of the world is relatively better supplied with dollars at the present time than it has been at any time since the war. But this is a very temporary situation. We know we cannot continue foreign aid forever. We know we have got to cut our military expenditures sooner or



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later. Eventually, the Korean War has got to end and the millions of dollars we have been pouring into Japan must terminate.

Over a third of the U.S. total exports are supported by these unusual and temporary expenditures.

If our purchases of goods and services from the rest of the world do not increase as the foreign aid, military expenditures and the like are reduced, then foreign purchasing power is going down. In this case agricultural exports are likely to go down faster than the reduction in foreign purchasing power. Agriculture finds itself facing keener and keener competition for dollars in foreign markets with U.S. industrial products as the industries of American become more and more efficient and more and more competitive. It is relatively easier for countries to increase agricultural production than industrial production, so the first thing these foreign countries do when they find themselves squeezed for dollars is to try to increase the production of cotton and fats and oils in their colonies, territories or third countries where they can buy with their own currencies. Now we know from studies we made all over the world that the physical limitations are very great in the production of cotton and fats and oils. It will require tremendous expenditures in land improvements and irrigation and other services like transportation to effect any appreciable increase in the production of either of these two crops in any part of the world within a short time. When the cost per acre of development in these other countries is considered in contrast to the per acre cost of maintaining the present level of our cotton production in the U.S., where the development costs have already been paid, we realize that cotton production and fats and oil production in many cases in these other areas would be an uneconomic use of resources.

What is to be done about it?

The crux of the problem, as we have indicated, lies outside the U.S.—in other countries. Before the people in the rest of the world can become customers of ours they are going to have to raise the level of their own production so they will have something to exchange, so they will have purchasing power. Many fundamental steps are going to have to be taken by governments in these other countries to put their own houses in order to bring about this increased purchasing power. These steps must include monetary and fiscal policies that will stabilize currencies and help to make them convertible, policies that will encourage savings and investments, policies that will encourage and not discourage competition and policies that will stimulate and not restrict the mobility of goods and capital. These steps are going to have to be taken to lay the foundation for economic development. These sound policies should provide the incentive to expand the investment of capital in power and tools, incentive to management to organize more effectively the resources of production and incentive to labor to increase its productivity as a means of building its purchasing power.

The U.S. may be called upon to assist in this economic development to a very great extent by supplying capital and know-how. At the present time the climate is not very favorable in most countries to U.S. investors. The time

may have come when the U.S. must get tough and lay down the rules which we will require the rest of the world to follow as a condition of our cooperation. This need not mean imperialism or isolationism. It simply means cooperation on a realistic basis for the achievement of a higher standard of living and a higher level of trade.

There are a number of other things that will have to be done to assure a high level of international trade. Our import policy will have to be reviewed in the light of the national interest. There are many domestic preferences that will have to be reduced. Our whole customs procedures will have to be simplified. If we are going to achieve a

high level of trade, the U.S. will have to establish a more stable policy with regard to imports so that foreigners can be assured that if they spend the time and money required to develop markets in this country that the door will not suddenly be shut in their faces.

The difficulty is going to come in reconciling the protection of the various groups with our national and our international interest. The effort should be to achieve a broad, clear, concise and integrated foreign economic policy. It will provide the opportunity and the possibility for a more abundant life and should contribute to the peace and security and prosperity which everyone is seeking.

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A MULEHEADED but faithful worker is leaving the cotton patch.

## A Vanishing American, THE COTTON MULE Is Headed for the Zoo

■ ONCE the symbol of the South, the patient beast that formerly provided the power for cotton production is destined to join the ox, longhorn and buffalo as a curiosity.

**V**ANISHING from the American agricultural scene is the animal that once was the symbol of the South and the essential source of power which produced most of the millions of bales of cotton grown in this country prior to World War II.

No beast, and few men, ever pushed a mule around unless the mule wanted to be pushed; but a mechanical monster called the tractor is shoving mules off the farm at a rate which seems certain to put them in the zoos within our lifetime. When they join the longhorn, ox and buffalo as a curiosity for kids to see, mules should be able to out-boast the other animals as they bray their tales of how they balked the efforts of man to make them work harder or longer than they chose.

Many smaller cotton farms still find the mule an economical source of power, and it is likely that there will be farms making use of mules for many years

to come. However, the annual livestock inventories made by USDA tell a story of a steady reduction in mules on farms that indicates their virtual disappearance as a major source of agricultural power. Statistics show that fewer mules are being used each year, and that even fewer colts are being raised to replace the older animals.

The figures do not show, but anyone who ever worked with a mule can imagine, the color and tall tales that are vanishing as fewer politicians can brag of having followed the south end of a mule behind the plow in their youth. The expression, "cussing like a mule skinner" is disappearing as a synonym for language that burned the ears of bystanders but bothered mules very little, if at all. Our language will be the loser, also, when a generation comes along that does not realize the full implications of calling an obstinate person "muleheaded."

Mule numbers in this country reached their peak in the mid-twenties, when there were nearly six million on the nation's farms. Texas, alone, had more than a million, a figure which approaches the total U.S. mule population today.

Cotton growing states still are the stronghold of the mule, even though mule numbers in the South are sharply decreasing each season. USDA estimated at the beginning of 1953 that there were 1,766,000 mules in the entire country, of which 1,457,000 were in states that grow cotton. This proportion of 82 percent of all mules in the Cotton Belt is slightly greater than at the end of World War II, when the Cotton Belt had 2,580,000 mules, or 79 percent of the U.S. total of 3,235,000.

All states show decreases in mule numbers, but the rate of decline is far more rapid in some than in others. Missouri, a traditional mule state, has gone out of the mule business very speedily, with only 34,000 head today as compared with 163,000 in 1945. On the other hand, the decrease has been relatively slow in Tennessee, where the mule auctions of Middle Tennessee, centered around Columbia, have long been a source of supply for buyers from many other states. Tennessee has 200,000 mules, compared with 270,000 in 1945.

Today the nation's leading mule-owning state is not Missouri, Tennessee or Texas, as many would guess, but North Carolina. USDA estimates that there were 222,000 mules in North Carolina at the beginning of the current year, 77 percent as many as eight years ago. Mississippi is a close second, with 219,000 compared with 335,000 in 1945; and Tennessee ranks third.

Texas, which eight years ago was pushing Mississippi for leadership in mule population, has reduced its number of the hybrid animals from 334,000 in 1945 to 89,000 in 1953.

Outside of the South, there are very few mules. Mississippi, alone, has two-thirds as many as are found in all of the non-cotton states.

The USDA estimate shows also how slight is the likelihood of maintaining or building up the number of mules in this country. Ninety-eight percent of the present mule population is two years old or older; there are only 28,000 colts and yearling mules in the entire 48 states.

The following tabulation shows the number of mules in major Cotton Belt states in 1945 and 1953.

State	1945 Number of Mules	1953 Number of Mules
N.C.	289,000	222,000
S.C.	167,000	124,000
GA.	285,000	166,000
ALA.	268,000	179,000
TENN.	270,000	200,000
MISS.	335,000	219,000
MO.	163,000	34,000
ARK.	223,000	101,000
LA.	161,000	92,000
OKLA.	90,000	22,000
TEXAS	334,000	89,000
N.M.	8,000	3,000
ARIZ.	8,000	4,000
CALIF.	16,000	5,000

■ DR. H. W. BARLOW, dean of Texas A. & M. College, will serve for three months as executive director of the college's research foundation. He will fill the vacancy caused by the death of DR. A. A. JAKKULA.



## • Start Work on Pink Bollworm Center

CONSTRUCTION of a new Pink Bollworm Research Center has started at Brownsville, Texas, for use of USDA entomologists and cooperators.

Avery S. Hoyt, chief of the Bureau of Entomology and Plant Quarantine, has announced that Texas Southmost College will build the \$73,000, 25-room office-laboratory. The building, which the Bureau has leased from the college for 20 years, is expected to be ready for use about Sept. 1.

The five-acre site, near the Rio Grande River in the southern outskirts of Brownsville, is part of old Fort Brown, formerly administered by Department of Health, Education and Welfare.

"Establishment of the research center is to provide entomologists with expanded facilities which are imperative to help check the alarming spread of pink bollworm during the last two years," said Hoyt. "Brownsville, at the southern tip of the Texas area most heavily infested with pink bollworms, is an ideal location for such research.

"The new brick building, with interior of tile block, is one of the few laboratories the Bureau has even been able to plan specifically for its own use. It will contain modern facilities for highly technical research."

It will house a chemistry laboratory and separate laboratories for parasite rearing, studies of bacterial, fungus, virus and other diseases of pink bollworm. It will provide space for research ranging from microscopic studies of insect physiology and insect reactions to food and insecticides, to the analysis of results of cotton cultural practices on control of insect pests.

In addition, the Bureau will move one frame building from old Fort Brown to the research site and renovate it for a laboratory to study toxicity of insecticides to the pink bollworm, other insects, plants and soils. A half-acre cage, completely screened on top and sides, is being built. Heavy concentrations of insects on growing cotton can be maintained in this cage throughout most of the year.

A greenhouse in which cotton may be grown the year round is planned for early construction. Some research will be conducted there on systemic insecticides that are taken into the plant through foliage or roots to destroy pink bollworms living and feeding inside the plant.

Plans are being made to house five bioclimatic cabinets in a separate building at the laboratory site for pink bollworm and Mexican fruit-fly research. In them, insects can be exposed to a climate similar to that of any area. Such climates may be duplicated in temperature, humidity, and amount of light, for as long a period as needed.

Pink bollworm research personnel, now numbering 15, will share the new building with other Bureau entomologists. An entomologist of the Division of Bee Culture and Biological Control, now in India, is shipping small insect parasites that may attack the pink bollworm to a co-worker in Brownsville for breeding, local release and study. The Division of Fruit Insect Investigations will carry on research on the Mexican fruit-fly, which attacks Rio Grande Valley citrus.

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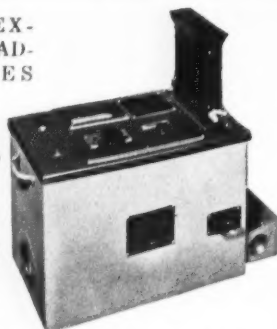
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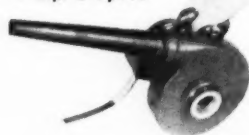
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4-80 Murray gins complete with mote suction device, completely repaired and ready for service, **\$1,100.00 ea.** • 24 shelf Murray type tower driers (rebuilt), **\$1,125.00** • 12 shelf Murray type tower driers (rebuilt), **\$600.00** • D17,000 Caterpillar engine, **\$2,750.00** • D13,000 Caterpillar engine, **\$2,200.00** • Minneapolis-Moline, Model NEU, **\$2,500.00** • 3 cylinder Mitchell pre-cleaner, **\$500.00** • 50" Continental up-draft condenser, **\$350.00** • 60" steel up-draft Hardwicke-Etter condenser, **\$450.00** • Lummus steel-bound press with tramper, **\$2,200.00** • 5 all-steel 9' cyclones with supports, **\$400.00 ea.** • 50" green boll and magnetic separator, government type, **\$610.00.**

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Muskogee, Oklahoma

## Advice to Dairy Industry

(Continued from page 12)

largely to Boards of Health. Research and improved practices in milk production could have been fostered by the milk companies instead of being left pretty much to the state colleges and the Extension Service.

How big a budget do the fluid milk people carry for research, advertising and development? Very little as compared with the other beverages—soft drinks, coffee, beer. The tasty, nutritious qualities of milk might have been more widely told by the dairy industry. Instead, these tasks have been left to the teacher of hygiene in the public school and to the family physician. Dr. Hazel K. Stiebeling, head of our Bureau of Human Nutrition and Home Economics, says:

"It is difficult to plan a nutritionally sound diet with less than five quarts of milk a week for each person—or milk products that furnish an equivalent amount of protein, minerals, and vitamins. Yet, nearly half of our population probably consumes less than this. If everyone followed this recommendation of five quarts of milk a week, we would consume one-fifth more milk than we do now."

This is the factual basis for a very effective potential program of merchandising and promotion, but we must say that such a program is still pretty much potential, not actual.

We have heard a great deal about milk for babies—how about milk for older people, of whom we will have an increasing number in the years ahead? Has the dairy industry supported any research here, or done anything to develop this market?

How about the sale of milk in automatic vendors? Probably many a workman would take a pint of cold milk in preference to a soft drink at lunch time if it were available.

How about a major research venture in the production of a concentrated milk product that could be reconstituted to make a tasty, wholesome drink? This would greatly broaden the market for milk products. Important beginnings have already been made. This approach has been used with great success by the citrus industry.

If the dairy industry had poured into research and development for milk the money and effort expended in fighting margarine, we probably would have capitalized on the advantages of refrigeration earlier than we did. It was not until the tire shortage of World War II forced it on us that we found the advantages of every-other-day delivery. This was a big saving which aggressive promotion might have discovered earlier. No doubt some additional savings could be achieved by the consolidation of certain retail milk delivery routes.

How much do we know about the desires of the milk consumer? Does she like the quart bottle or does she want a larger container? Does she want 3.5 percent milk or 4 percent or 2 percent? How much is she willing to pay for the higher figure? We know that the use of skim milk is rapidly increasing.

Maybe these questions can't be answered. Possibly some of them have already been answered. Possibly the dairy industry has good reasons for not studying these problems, or for not promoting these projects. There may not be a single good idea among the suggestions made here. But there may be other ideas that

are good, that aggressive research might uncover.

We have had major development in the fluid milk field in recent years—better feeding, artificial insemination, disease control, sanitary provisions, pasteurization, the Babcock test, every-other-day or less frequent delivery, sale of milk through stores. These might have come sooner and others might also have come had we concentrated on research and development to the same extent as other industries.

In fluid milk, nature dealt the dairy industry a fine suit of cards. Why not name this suit trump and play the hand for all it's worth?

Last year one of the largest automobile companies celebrated its one hundredth anniversary. This company began in 1852 making horse-drawn vehicles. Then came a competitor—the automobile. The company might have fought this competitor, waged a campaign against it, sought to restrict or tax the production of automobiles. If it had, there would have been no hundredth anniversary.

Instead, this company took the view that its field was the broad one—*transportation*—not the narrow one—*horse-drawn wagons*. Similarly, the dairy industry might decide that its field is the broad one, the supplying of dairy food products in such form as the consumer wants.

*History has yet to record the success of anyone who really made a lasting success in business by fighting a competitor rather than serving a customer.* Couldn't this fact serve as a constructive framework for the dairy industry's plans in the years ahead?

The dairy industry is now in the midst of a battle, a battle to solve its difficulties, to turn its problems into opportunities. In that battle it has the wholehearted support of the Department of Agriculture and the Secretary, Ezra Taft Benson.

The dairy industry said to the Secretary, "We can solve our marketing problems, but we need time to get our programs into operation." The Secretary has given time. He has agreed to support the price of milk and butterfat through the present marketing year at 90 percent of parity. This is viewed by the Secretary as an interim program, an extension of aid while more basic solutions are worked out. Speaking in Chicago on March 23 before the American Dairy Association, the Secretary said:

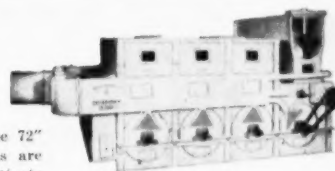
"I have come to the American Dairy Association and to all others assembled in this important convention to say that I know of no segment of the agricultural economy that has stronger and more capable leadership than the dairy industry. You can solve your marketing problems without the kind of government supports which price your products out of the market. We expect you to do it.

"In doing so, you will demonstrate to the nation that high rigid supports and subsidies are not necessary for a prosperous and desirable economy. You will demonstrate that individual and group action can solve most problems with a minimum of Federal assistance and control. You will recapture the good will of the public which has deteriorated because of unworkable price supports at the expense of the taxpayers."

The dairy industry is responding to its leadership and is moving toward a solution of its problems. We have had a work conference at Washington of

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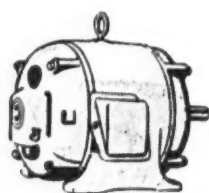


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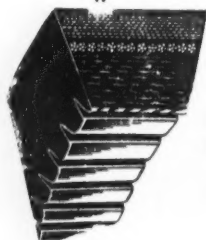
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90 leaders, representing a broad cross-section of the farm and dairy industry. Task forces have been organized to work on particular parts of the problem. They are at work; there is a new purpose and determination to be found among dairy people. They do not want to be dependent on government warehouses as the outlet for their products. They do not want to go down to defeat with their trump card still unplayed.

Secretary Benson said in Chicago:

"There is no over-all surplus of dairy products. Actually there exists a great shortage of milk to meet our full needs. We cannot escape this fact.

"What we have is a lack of adjustment to the markets—so that not all the butter, cheese, and dried milk is being consumed. If the adjustments are made and milk and milk products are backed by the selling that their merits justify, the surplus problem will be gone."

Last Saturday I watched a footrace. A dozen Cub Scouts, about 8 or 9 years old, were running the 50-yard dash. One fellow was out in front and running a good race. But he turned to see how close he was being followed; he threw himself off stride and lost the race.

There is an idea here for all of us, including the dairy industry. The goal is the important thing; if we select the right goal and strive toward that goal with all our might we need not fear the competition.

If we fight the battle in the area of our weakness and the opponent's strength, then indeed we are lost.

The goal for the dairy industry should be to supply dairy products in the form that the consumer wants, at prices that he can afford to pay. Therein lies strength. That goal, vigorously pursued, will turn dairy problems into opportunities.

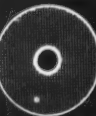


## Jungkind on Council Staff

JOHN JUNGKIND, Memphis, has been named to the public relations staff of the National Cotton Council, according to Ed Lipscomb, director of the Council's division of sales promotion and public relations. The appointment was effective June 15. Jungkind is working on public relations activities primarily in the field of production and marketing. These are in support of projects aimed at improving cotton quality and increased efficiency in production, handling and processing.

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are salaried men. They receive no sales commissions. Their main job is TO SERVE YOU... by helping you operate your gin more efficiently, more economically and with best results.

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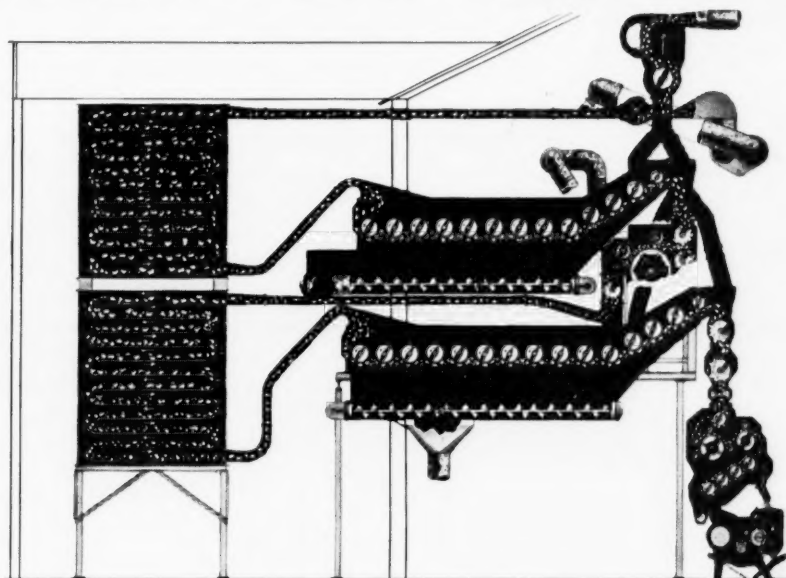
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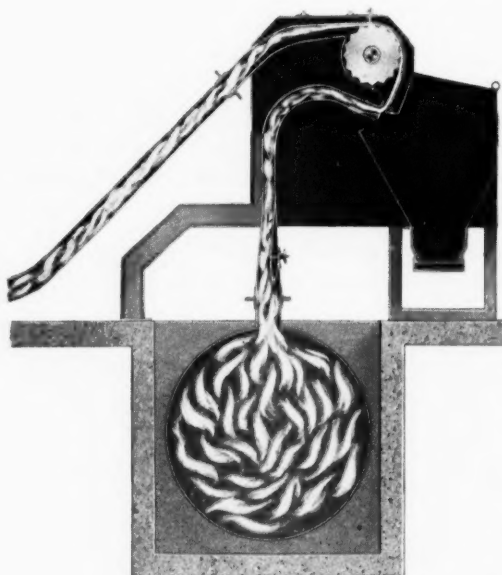
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